

	Department (القسم)	Researcher Name (اسم الباحث)	Academic position (الوظيفة)	سنة النشر من (2026- 2018)	عنوان البحث (Title)	اسم المجلة (Journal)	Journal Ranking (لا يتم إضافته في حال عدم وجوده)	ملخص البحث (Abstract if available)	قائمة المشاركين على البحث (Author List)	المراجع (Full Reference)	رابط صفحة البحث على موقع المجلة (URL)	Digital Object Identifier (DOI) (لا يتم إضافته في حال)	Publication type (local - international)
1	Hotel Management	Mohamed A. Nassar	Professor	2018	Human resource management practices and organizational commitment in four- and five-star hotels in Egypt	Journal of human resources in hospitality & tourism	Q2	-	-	Nassar M.A. (2018) Human resource management practices and organizational commitment in four- and five-star hotels in Egypt, Journal of Human Resources in Hospitality and Tourism, 17(1), pp.1 - 21.	https://www.tandfonline.com/doi/abs/10.1080/15332845.2017.1328258	10.1080/15332845.2017.1328258	دولى
2	Hotel Management	Mohamed A. Nassar	Professor	2018	Psychological empowerment and organisational change among hotel employees in Egypt, Research in Hospitality Management, 7(2), pp.91-98.	Research in Hospitality Management 2017, 7(2): 91-98	-	-	-	Nassar M.A. (2018) Psychological empowerment and organisational change among hotel employees in Egypt, Research in Hospitality Management, 7(2), pp.91-98			دولى
3	Hotel Management	Ahmed Magdy	Lecturer	2022	Antecedents & consequences of frontline employees' job crafting: The mediating role of emotional exhaustion			Given the crucial role of employee job crafting in the hospitality industry that describes a process by which employees take an active role in commencing modifications to their approach to work or by personalizing the working environment to be more effective and efficient. Thus, the researcher in this study investigates the antecedents and consequences of frontline employees' job crafting. Further, investigating the mediating role of employees' emotional exhaustion in relation to their organizational outcomes. Survey data from 485 frontline employees in five-star hotels affiliated to chains in Egypt was conducted. Actually, by applying partial least squares structured equational model and path estimates using Smart-PLS (version 3), the results indicated that, perceived organizational support positively influences employees' job crafting. Also, job crafting influences strongly and positively employees' organizational outcomes (work engagement and service recovery performance). In addition, emotional exhaustion does not mediate the relationship between job crafting and employees' organizational outcomes. Actually, such findings suggest various implications for hospitality organizations, managers and frontline employees as well. Theoretical and managerial implications and directions of new future research were addressed in this study.	Only Me	Magdy A. (2022) . Antecedents & consequences of employee frontline employees' job crafting: The mediating role of emotional exhaustion			conference
4	Hotel Management	Ahmed Magdy	Lecturer	2022	Impact of Guest Misbehavior on Employees' Emotional Aspects: The Moderating Role of Distributive Justice	Pharos International Journal of Tourism and Hospitality-PIJTH		This study examines the impact of guest misbehavior on frontline employees' emotional traits (emotional dissonance and emotional exhaustion). Furthermore, distributive justice is taken as the moderating variable on the relationships between guest misbehavior and employees' emotional traits. The study mainly aims to achieve these objectives; (1) examining to what extent guest misbehaviour exists within working environment, (2) determining the impact of guest misbehaviour on employees' emotional traits namely; emotional dissonance and emotional exhaustion, and (3) investigating the moderating role of distributive justice between guest misbehavior and the previously mentioned outcomes. Actually, the research sampling technique is based on two main stages; firstly employed a stratified random sampling technique to select the hotels, the second stage employed the simple random sampling to select the respondents. Using structured equation modelling via Amos statistical program, surveyed data from 414 frontline employees in five-star hotels affiliated to chains in Egypt indicated that guest misbehaviour was positively related to emotional traits, while distributive justice significantly moderating the relationship between guest misbehavior and organizational outcomes.					
5	Hotel Management	Mohamed A. Nassar	Professor	2020	The City Next Door; Branding Alexandria, Egypt	Journal of Tourism and Hospitality Management, Nov.-Dec. 2020, Vol. 8, No. 6, 225-234		-	Dina M. Waheba	Dina M. Waheba and Mohamed A. Nassar (2020), Journal of Tourism and Hospitality Management, Nov.-Dec. 2020, Vol. 8, No. 6, 225-234	file:///C:/Users/Mohamed.Nassar/Downloads/The_City_Next_Door_Branding_Alexandria_Egypt.pdf	doi: 10.17265/2328-2169/2020.06.001	دولى

6	Hotel Management	Amr Mohamed Fouad	Assistant Lecturer	2019	Examining Customers' Intention and Attitude Towards Reading Restaurants' Menu Labels by Using the Theory of Planned Behaviour	International Tourism and Hospitality Journal			Dr. Moustafa Abo El-Enin / Dr. Iman Shawky	Shawky, I., El Enein, M. A., & Fouad, A. (2019). Examining Customers' Intention and Attitude Towards Reading Restaurants' Menu Labels by Using the Theory of Planned Behaviour. International Tourism and Hospitality Journal, 2(4), 1-14.	https://ipaiaourna.is.com/wp-content/uploads/2020/04/ITHJ-2020-01-39.pdf		
7	Hotel Management	Mohamed A. Nassar	Professor	2021	Customer acceptance of self service technology in five-star hotels in Egypt					Nassar M.A, Abdien M.K, Hassan H. (2021) Customer acceptance of self service technology in five-star hotels in Egypt, TOURMAN 2021- 4th International Scientific Conference "Restarting tourism, travel and hospitality: The day after "At: International Hellenic University, Greece	TOURMAN 2021-4th International Scientific Conference "Restarting tourism, travel and hospitality: The day after"		مؤتمر دولي
8	Hotel Management	Amr Fouad	Assistant Lecturer	2021	Factors affecting the intention to use Airbnb in Egypt: A PLS-SEM Approach	International Tourism and Hospitality Journal			Only Me	Fouad A. (2021) Factors affecting the intention to use Airbnb in Egypt: A PLS-SEM Approach. International Tourism and Hospitality Journal. 4 (7) 1:12	At: International Hellenic University, Greece		
9	Hotel Management	Mohamed A. Nassar	Professor	2019	'Events' planners loyalty and future return intention in Egyptian hotels and their correlations with events success',	Proceedings of TOURMAN 2019. 24th to 27th of October 2019, Greece.	[Kattara H. and Awad S.	Kattara H., Awad S., and Nassar M.A. (2019) 'Events' planners loyalty and future return intention in Egyptian hotels and their correlations with events success', Proceedings of TOURMAN 2019. 24th to 27th of October 2019, Greece.		-	مؤتمر دولي
10	Hotel Management	Mohamed A. Nassar	Professor	2019	'The City Next Door; Branding Alexandria, Egypt		-		Dina M. Waheba	Weheba D. and Nassar M.A. (2019) 'The City Next Door; Branding Alexandria, Egypt, Proceedings of ITC19 –XI International Tourism Congress, 5th to 7th November 2019, Funchal, Ilha da Madeira, Portugal.		-	مؤتمر دولي

11	Hotel Management	Mohamed A. Nassar	Professor	2021	The impact of organizational commitment on the relationship between the entrepreneurial characteristics of managers and improving the service quality A field study on hotel managers in the tourism service sector	Proceedings of ITC19 –XI International Tourism Congress, 5th to 7th November 2019, Funchal, Ilha da Madeira, Portugal.	-	-	Shereen Eldesouky, Mohamed Wahba, Mohamed A. Nasser, Alaa A Elbary (2021), The impact of organizational commitment on the relationship between the entrepreneurial characteristics of managers and improving the service quality A field study on hotel managers in the tourism service sector, The 8th International Conference on Opportunities and Challenges in Management, Economics and Accounting, At: Paris,	-	-	مؤتمر دولي	
12	Hotel Management	eslam ahmed Fathy	Associate professor	2018	Issues faced by hotel human resource managers in Alexandria, Egypt	Research in Hospitality Management	-	This study investigates challenges faced by human resource (HR) managers and their practices to cope in hotels of Alexandria city, Egypt. The researcher undertook semi-structured interviews with HR managers in four- and five-star hotels in Alexandria. The study findings revealed several themes related to HR challenges faced by HR managers in the process of recruitment, selection, training, turnover and retention. Fortunately, customs and traditions have become limited in adversely affecting work in hospitality, except for married women. The coping practices adopted by HR managers are discussed. The study implications are put forward to HR managers to overcome the HR challenges in the hotel industry, such as conducting a cooperation protocol between hotels and academic institutions, developing educational hotels with faculties, institutions and hotel schools, or signing cooperation protocols with neighbouring hotels. By improving employment conditions and rewards, the negative trends can be reversed. Finally, the paper acknowledges research limitations and makes suggestions for future research, such as other hospitality sectors, hotel grades, geographical areas, and the whole of Egypt.	Only Me	Eslam Ahmed Fathy Fathy (2018) Issues faced by hotel human resource managers in Alexandria, Egypt, Research in Hospitality Management, 8:2, 115-124	-	https://doi.org/10.1080/22243534.2018.1553381	بحث دولي
13	Hotel Management	eslam ahmed Fathy	Associate professor	2018	Investigating the Drivers of Knowledge Management Implementation KMI in Hotels	Minia Journal of Tourism and Hospitality Research Vol. (6), No. (2/1), December, 2018	-	Knowledge Management KM is playing a key role in success of organizations, where, the knowledge is considered one of the major assets to any organization. Knowledge management uses the information technology to transform the existing information and experience to create and discover new knowledge to improve human capital through innovative organizational culture supported by motivating organizational policy. The study aimed to model the drivers of KMI in hospitality industry, as well as suggesting practical implications to enhance KMI drivers. To achieve the study objectives and to test its' hypotheses, the study employed a quantitative approach with questionnaires distributed among hotel employees in four and five-star hotels in Alexandria, Egypt. The valid collected data were 210 questionnaires, analyzed by SEM to model the drivers of KMI. The findings showed that organizational policy OP, organizational cultures OC, IT infrastructure have a significant positive impact on KMI. Also, the KMI drivers play a vital role in shaping up the knowledge management future in hospitality industry. The study findings suggested practical implications to enrich the KM area of research, such as adoption of reward policy, team work theory, employees' participation to set hotel future plans, putting the best employees' ideas into practice, knowledge sharing, electronic standard operating procedures E-SOP, comprehensive traditional and digital library. The current study is limited to investigate the KMI drivers in five-star hotels allocated in Alexandria. Further qualitative, exploratory and experimental studies should be conducted to assess the KM benefits in different hospitality sectors, lower grade hotels and others KMI drivers.	Only Me	Eslam Ahmed Fathy, (2018). Investigating the Drivers of Knowledge Management Implementation KMI in Hotels. Minia Journal of Tourism and Hospitality Research Vol. (6), No. (2/1), December, 2018.	-	-	بحث محلي

14	Hotel Management	eslam ahmed Fathy	Associate professor	2019	Assessment of Food Safety Practices in Siwa's Hotels	JFTH, Vol. **, Issue ** (2019) ISSN: 2314-7024	-	Objective: The major research aim was to assess the food safety practices in Siwa's hotels. Also, to investigate the variance effects of chef's educational level and position on food safety practices of chefs. Methodology: The current research employed the mixed method to gain the most accurate results through convenience sample. Firstly, the quantitative approach was used to achieve the first and second research' objectives and test the 1 to 8 hypotheses. Secondly, employ the checklist observation method was employed to test the research hypothesis 9. Results: Chefs' educational level on food safety practices has effect on food safety practices except personal hygiene, but chefs' position have not effect. The food safety practices had faced many violations in kitchen of Siwa hotels. Implications: Developed regular food safety training to Siwa's chefs in different form such as booklet, web, smart phone applications is necessary to increase their food safety knowledge and behaviors to prevent food borne illness. Equip the Siwa' kitchen with food safety devices. The human resources managers should recruit their chefs among graduates of hospitality faculty or/and culinary art. Also, conduct internal and external auditing to assess food safety practices to take the corrective actions.	Dr. Suzan el said Abd elrasoul	1. Abdel rassoul, Suzan and Eslam Ahmed Fathy (2019). Assessment of the food safety in Siwa oasis. Accepted in journal of tourism and hotel, Alexandria University.		بحث محلي
15	Hotel Management	eslam ahmed Fathy	Associate professor	2019	Modelling the Environmental Barriers on Environmental Practices Application in Egypt	Journal of Tourism Research	-	Purpose: The current study aims to investigate the internal and external barriers of environmental practices. Design/methodology/approach: It has employed a mixed method approach with the choice of semi-structured interviewees and questionnaires to collect the main research data. Firstly, a total of 42 interviews were analyzed to explore the main internal and external barriers to environmental practices application. Secondly, the questionnaire has been developed based on the qualitative' findings and literature, and a total of 255 valid questionnaires were analyzed by SEM distributed among hotel managers in four and five-star hotels in Egypt. Findings: Results of the path analysis indicated that barriers of the internal barriers (staff capabilities SC, attitude of top management ATM and cost consideration CC respectively and external barriers (Guest attitude GA) have a positive impact on environmental practices application intention EPAint. Also, the EPAint significant mediate the relationship among SC, ATM , CC, GA and environmental practices Adoption EPA. Originality/Value: Also, this study provides an inclusive investigation of environmental practices barriers in hotel industry. Also, it offers strategies to overcome these barriers. Theoretical implications: The SC, ATM, CC and GA can limit the environmental practice applications. Also, the EPAint can enhance the SC, ATM , CC, and GA affects on EPA. Practical Implications: The study suggested practical implications to enable them to cope the environmental practices barriers, such as incorporate environmental and rewarding organizational culture in hotel operating strategies and philosophies, hiring eco employees, theoretical and practical training by using smart phone applications and social media should conduct to employees and guests. Also, the government Page 2 authorities should offers incentive to environmental hotel such as free customs of environmental devices and marketing environmental hotels. Research limitations and future researches: The future comparative studies can be In Egypt, it is significant to help women in the tourism and hospitality industry to break the glass ceiling belief and crack more barriers to establish work-family life balance and achieve progress in their career success. Women employees had to call for support especially social support from their family, parents, and husband and organizational support to create optimistic and positive glass ceiling beliefs. This study plays a crucial role in finding how is the impact of glass ceiling beliefs on women's subjective career success. It also mainly focuses on the moderator role of social support and its effect on women's career success. Data were collected using questionnaires distributed to 449 female department managers and employees in Egypt's tourism and hospitality industry. Partial least squares method, one of the structural equation models (SEM) methods, was used to test the study model. The current study produces novel contributions to the glass ceiling syndrome literature both theoretically and practically. It was found that Firstly the four factors of glass ceiling beliefs (Denial, Resilience, Resignation, and Acceptance) have significant impacts on women's subjective career success. Secondly, the social support variable doesn't moderate the relation between subjective career success and glass ceiling beliefs factors except denial. Findings will help produce practical implications for women employees in different tourism and hospitality sectors to choose an appropriate job according to their beliefs. For tourism and hotels organizations, we can consider this study as a tool to check women employees' glass ceiling beliefs by establishing social support mechanisms and strategies with a supportive work system and work environment. Hence, human resource management functions such as promotion, training and hiring will be easier and clearer.	only me	Eslam Ahmed Fathy (2019). Modeling the barriers of Environmental barriers on environmental practices application. Journal of tourism research, Greece. Vol. 23.		بحث دولي
16	Hotel Management	eslam ahmed Fathy	Associate professor	2020	The Impact of Glass Ceiling Beliefs on Women's Subjective Career Success in Tourism and Hospitality Industry: The Moderating Role of Social Support	JFTH Vol. 17, Issue 2 (2020) ISSN: 2314-7024	-	In Egypt, it is significant to help women in the tourism and hospitality industry to break the glass ceiling belief and crack more barriers to establish work-family life balance and achieve progress in their career success. Women employees had to call for support especially social support from their family, parents, and husband and organizational support to create optimistic and positive glass ceiling beliefs. This study plays a crucial role in finding how is the impact of glass ceiling beliefs on women's subjective career success. It also mainly focuses on the moderator role of social support and its effect on women's career success. Data were collected using questionnaires distributed to 449 female department managers and employees in Egypt's tourism and hospitality industry. Partial least squares method, one of the structural equation models (SEM) methods, was used to test the study model. The current study produces novel contributions to the glass ceiling syndrome literature both theoretically and practically. It was found that Firstly the four factors of glass ceiling beliefs (Denial, Resilience, Resignation, and Acceptance) have significant impacts on women's subjective career success. Secondly, the social support variable doesn't moderate the relation between subjective career success and glass ceiling beliefs factors except denial. Findings will help produce practical implications for women employees in different tourism and hospitality sectors to choose an appropriate job according to their beliefs. For tourism and hotels organizations, we can consider this study as a tool to check women employees' glass ceiling beliefs by establishing social support mechanisms and strategies with a supportive work system and work environment. Hence, human resource management functions such as promotion, training and hiring will be easier and clearer.	Eslam Ahmed Fathy (2020) Associate Professor- Hotel Management Department Faculty of Tourism and Hotel Management, Pharos University, Alexandria - Egypt Heba Abd-Elkareem Youssef Assistant Professor – The Higher Institute for Tourism, Hotels and Monuments Restoration, Abu Qir, Alexandria - Egypt	Eslam Ahmed Fathy, Heba Youssef (2020). The Impact of Glass Ceiling Beliefs on Women's Subjective Career Success in Tourism and Hospitality Industry: The Moderating Role of Social Support		بحث محلي

17	Hotel Management	eslam ahmed Fathy	Associate professor	2021	Potentials of Agricultural Heritage Systems Tourism (AHST): A case study of date palm uses in gastronomy, Siwa Oasis – Egypt	مجلة كلية السياحة والفنادق - عدد 01 - ديسمبر 010	-	<p>The main objective of the current study is to develop a strategy for the Agricultural Heritage Systems Tourism (AHST) in order to maintain sustainable Agricultural Heritage System of Siwa through date palms uses in tourism and hospitality which incorporating the triangular relationship between cuisine, product and territory. The current study employed a semi-structured interview to obtain the most accurate results through two purposeful and convenient samples; the first was with the owners of date palm farms in Siwa oasis, and the second was for the executive chefs.</p> <p>The study indicated that tourism will support the preservation of GIAHS and enhance the livelihood of community as well as the sustainable development goals (SDGs).</p> <p>The results also showed that the usage of date palm is limited, whether on or off the farm. It is only used for drinks and desserts, and the farms do not have sufficient facilities to receive tourists. The proposed strategy enhances cooperation among all stakeholders to enrich the gastronomy tourism experience in order to achieve (AHST) through the uses of date palms in food menu items and in other tourism and hospitality facilities.</p>	Dr. Noha Ibrahim khali1 Dr. Eslam Ahmed Fathy2	1. Noha Khali and Eslam Ahmed Fathy (2021) Potentials of Agricultural Heritage Systems Tourism (AHST): A case study of date palm uses in gastronomy, Siwa Oasis – Egypt, Journal of tourism and hotel, Mansoura University, Vol. 10. Dec 2021	-	-	بحث محلي
18	Hotel Management	eslam ahmed Fathy	Associate professor	2021	10.Eslam Ahmed Fathy (2021) Exploring Barriers of Knowledge Management Implementation KMI in Egyptian Hotel Industry, journal of tourism and hotel, Mansoura University, Vol. 10. Dec 2021.	مجلة كلية السياحة والفنادق - عدد 01 - ديسمبر 010	-	<p>Purpose: The current study aim to investigate and model the Knowledge Management Implementation (KMI) barriers, as well as suggesting some overcoming strategies to cope with KMI barriers .</p> <p>Design/methodology/approach: It has employed a quantitative method by developed a questionnaire based on the literature and distributed it among hotel employees in Four and Five-star hotels in Alexandria in Egypt. A total of 386 valid questionnaires were analyzed by SEM .</p> <p>Findings: Results of the path analysis indicated that barriers of the organizational culture and human resources have a positive impact on KMI. However, the technology infrastructure barriers have a negative impact on KMI .</p> <p>Originality/value: A major concern of hotel to increase the hotel performance with high level of employees' turnover, this study provides an inclusive investigation of KMI barriers in hotel industry. Also, it explores strategies to overcome the KMI barriers .</p> <p>Practical Implications: In order not to deprive Egyptian hotels from KMI benefits, the study suggested practical implications to enable them overcoming the KMI barriers,such as providing a creative, motivating, and rewarding organizational culture to increase the knowledge exchange. In addition to a KM System that has been designed based on smart phone applications. Transformational leadership and KM training courses were essential to create an environment of teamwork, trust,</p>	only me	10.Eslam Ahmed Fathy (2021) Exploring Barriers of Knowledge Management Implementation KMI in Egyptian Hotel Industry, Journal of tourism and hotel, Mansoura University, Vol. 10. Dec 2021.	-	-	بحث محلي
19	Hotel Management	eslam ahmed Fathy	Associate professor	2022				<p>Purpose: The current study aims to analyze the hotel managers' intention to hire PWDs in the hotel industry by using the theory of planned behaviors model.</p> <p>Design/methodology/approach: It has employed a quantitative approach with the TPB model to collect the data. The survey has been developed based on literature, and a total of 207 valid questionnaires distributed among senior hotel managers in four and five-star hotels in Egypt, then were analyzed.</p> <p>Findings: Results of the path analysis showed that attitude and subjective norms significantly affect senior hotels managers' intention, also the intention has a positive effect on their behavior to hire PWDs. Moreover, the attitude affects directly the behavior of hiring PWDs.</p> <p>Theoretical Implications: The attitude can affect directly the behavior of hiring PWDs. The intention plays a vital role as a mediator between subjective norms and behaviors.</p> <p>Practical Implications: The managers should be trained and motivated to accept PWDs to enhance the hotel image. PWDs should be trained by using Knowledge Management KM and assistive technology. The government should create employment opportunities for PWDs through vocational training courses.</p> <p>Research Limitations and Further Researches: Further research should work to overcome current limitations. Future comparative studies can be conducted between the hospitality grades, management style, hotel departments, and sectors. Also, the socio-demographic factors may play a vital role in hotel managers' opinions.</p> <p>Originality/Value: This is a pioneering effort to apply TPB to measure the intention and behavior of hotel managers to hire Egyptian PWDs.</p> <p>Keywords: Disabilities, Theory of planned behavior, Attitudes, subjective norms, intention, behavior to hire, TPB, PWDs.</p>	Eslam Ahmed Fathy Fathy&Mr Fouad Associate Professor of Hospitality Management&Culture r	Eslam Ahmed Fathy (2022) Testing the Theory of Planned Behavior TPB in Determining Intention and Behavior to hire People with Disabilities in Egyptian Hotels. Journal of tourism and hotel, Mansoura University, Vol. 12. March 2022.	-	-	مؤتمر محلي

20	Hotel Management	eslam ahmed Fathy	Associate professor	2022	The impact of transformational leadership on front office employees' satisfaction and organizational commitment	International Journal PIJTH-Faculty of Tourism		The purpose of this study is to investigate the impact of the transformational leadership style on job satisfaction and organizational commitment. It was proposed that transformational leadership style was a significant predictor of front office employees' satisfaction and organizational commitment. A quantitative approach was used by using a survey tool to gather data from front office employees in four and five-star hotels in Cairo. A stratified random sample of 18 hotels (300 employees) was selected, representing 33.3% of the 54 hotels' population, giving a response rate of 60.3% (181 employees). A series of regression analyses were conducted to examine the direct impact of transformational leadership on employees' satisfaction and organizational commitment. The current study findings revealed that the transformational leadership style revealed a significant and positive impact of transformational leadership on job satisfaction and organizational commitment. The study finally presented implications such as designing suitable curricula for academe, the application of transformational leadership for hotel management, transformational behaviors that could be incorporated into the training courses for human resource management, and making comprehensive plans to assist hospitality operations to obtain capable and professional leaders for concerned authorities. Several					
21	Hotel Management	eslam ahmed Fathy	Associate professor	2023) From Mundane to Marvelous: How Transformational Leadership Boosts Front Office Employees' Creativity, Pharos International Journal of Tourism and Hospitality, 2 (2), 10.21608/PIJTH.2023.243782.1004	International Journal PIJTH-Faculty of Tourism		The primary objective of this study is to explore the impact of transformational leadership on the creativity of front-office employees. The central premise is that transformational leaders can inspire positive transformations in their followers, enhancing task performance and supportive behaviors. Using a quantitative research approach, data was collected through surveys from employees working in the front office in hotels with four and five-star ratings in Cairo. Using a stratified random sampling method, a sample of 18 hotels was chosen, encompassing 300 employees. This sample represented approximately 33.3% of the total population of 54 hotels, with a robust response rate of 60.3%, comprising 181 employees. The study employed structural equation modeling, specifically Smart PLS 4, to evaluate the proposed model. It sought to assess the impact of transformational leadership on employees' satisfaction while also exploring its direct influence on employees' creativity. The research results indicate that transformational leadership has the potential to enhance the creativity of front-office employees. This improvement occurs through the mediating role of job satisfaction, leading to increased productivity and innovation among employees. Moreover, the study offers practical implications for the hotel industry. It underscores the importance of cultivating an innovation-friendly environment to stimulate employee creativity and enhance organizational performance. To support this endeavor, hotels are strongly encouraged to consider investing in transformational leadership training programs for their supervisors and team leaders. Additionally, the study recommends using rigorous hiring criteria to identify high-caliber candidates who are more likely to exhibit creativity in their roles. While this research provides valuable insights, it has limitations, which could serve as potential avenues for future investigation.	Eslam Ahmed Fathy	1. Fathy, E. A. (2023). From Mundane to Marvelous: How Transformational Leadership Boosts Front Office Employees' Creativity. Pharos International Journal of Tourism and Hospitality, 2 (2), 10.21608/PIJTH.2023.243782.1004	10.21608/PIJTH.2023.243782.1004		
22	Hotel Management	Eslam ahmed Fathy	Associate professor	2024	Innovating Gastronomy through Information Technology: A Bibliometric Analysis of 3D Food Printing for Present and Future Research	Information	Q2	3D Food Printing (3DFP) has now emerged as the new paradigm shift in culinary arts and is leading to a dramatic transformation of traditional cuisine. This paper aims to conduct a bibliometric analysis of the literature associated with 3DFP research. In the Scopus database, an initial search provided 2188 documents. Applying the PRISMA criteria reduced these documents by narrowing the research to 545 articles. The bibliometric analysis confirmed the growth of re-search interest in the topic over the past ten years, demonstrating a substantial rise in publications between 2021 and 2023. We also investigated major journals and authors who play the most significant role in the field. The study also provides insight into how 3DFP is applied to deliver delicious, healthy, and visually appealing meals and mitigate food waste. It also high-lights and strengthens the argument for design possibilities to manufacture such shapes and include other raw materials. This bibliometric analysis not only visualizes 3DFP's research trend but also provides future research directions, focusing on its role in the food industry and gastronomy as well as its contribution to sustainable development.	Ibrahim A. Elshaer, Alaa M. S. Azazz, Mohamed A. Zayed, Faleh A. Ameen, Sameh Fayyad, Amr Mohamed Fouad, Noha Ibrahim Khalil, and Eslam Ahmed Fathy				

23	Hotel Management	Adel Samir Elmetwaly	1. Assistant Lecturer	2022	Assessment of Learning and Growth Perspective as One of Balanced Scorecard Dimensions and Its Impact on Employees' Performance in Five-star Hotels	المجلة العلمية كلية السياحة والفنادق - جامعة المنصورة - عدد 11 - يونيو 2022		<p>Purpose- The hospitality industry based on performance of employees so, this paper aims to assessment of learning and growth perspective as one of balanced scorecard dimensions and its impact on employees' performance in five-star hotels in Cairo, Egypt and investigate the usage of it to enhance the performance of employees in five-star hotels in Cairo, Egypt</p> <p>Design/methodology/approach- This paper discusses a wide-ranging background and literature review that focuses on the implementation of learning and growth perspective on the performance of employees in hotels. With the distribution of 276 valid questionnaires on employees working at room division on 30% of Egyptian hotels in Cairo the researcher applied the structural equation modeling AMOS version 23 to test the study hypotheses</p> <p>Findings Learning and growth perspective impacts on employees' performance significantly the results show, that there is a statistically significant relationship between learning and growth perspective and all dimensions of employees' performance according to results of research show that task performance (0.89), contextual performance (0.69) and adaptive performance (0.58). Therefore the senior management must confirm the fairness of distributing work duties among employees. Hotels should take care of raising learning and growth for employees through seminars, training, and workshops Research Learning and growth</p>	Neveen Mohamed Mansour,3 Mohamed Tawfik Essawy	Adel, Nveen ,Essawy (2021) Assessment of Learning and Growth Perspective as One of Balanced Scorecard Dimensions and Its Impact on Employees' Performance in Five-star Hotels . Journal of tourism and hotel, Mansoura University, Vol. 11. Dec 2022.			بحث محلي
24	Tourism	Tamer M. Elsawy	Lecturer	2020	The Impact of User-Generated Content on Digital Transformation of Tourism and Travel Services: Evidence from the Egyptian Travel Agencies.	International Journal of Heritage, Tourism and Hospitality			Aboushouk, M.	Aboushouk, M., & Elsawy, T. (2020). The Impact of User-Generated Content on Digital Transformation of Tourism and Travel Services: Evidence from the Egyptian Travel Agencies. International Journal of Heritage, Tourism and Hospitality, 14(3), 12–30.	https://ijhth.journals.ekb.eg/article_106168.html	https://doi.org/10.21608/IJHTh.2020.106168	محلي
25	Tourism	Amr abdallah elmaghraby	Assistant Lecturer	2021	The impact of job involvement on administrative creativity in Egyptian Tourism Companies.	مجلة كلية السياحة والفنادق - جامعة مدينة السادات- المجلد الخامس - العدد الأول - يونيو 2021		<p>Abstract</p> <p>Job involvement is a key indicator of administrative creativity in any tourism company, and it directly affects the performance level of employees. The study aimed to investigate the impact of Job involvement on administrative creativity in the travel agencies of Egypt. A number of 480 questionnaires were distributed randomly to a sample of travel agencies' staff, while received 454 forms valid for analysis. The study concluded that there is a significant positive correlation between Job involvement and administrative creativity in the travel agencies of Egypt. Moreover, the study indicated that job involvement impacts significantly job innovation and gives travel agencies more competitive advantages and help them to compete in the business environment.</p> <p><i>Keywords:</i> Job involvement, Administrative creativity, Travel Agencies</p>	Nehad Mohamed Kamal Heba Allah Ali Gaafar				محلي
26	Hotel Management	Hamada Gamal	Assistant Lecturer	2021	Customer acceptance of self service technology in five-star hotels in Egypt				Nassar M.A, Abdien M.K, Hassan H. (2021) Customer acceptance of self service technology in five-star hotels in Egypt, TOURMAN 2021- 4th International Scientific Conference "Restarting tourism, travel and hospitality: The day after "At: International Hellenic University, Greece	TOURMAN 2021- 4th International Scientific Conference "Restarting tourism, travel and hospitality: The day after"			مؤتمر دولي
27	Tourism	Lamiaa Hefny	Associate professor	2018	Personal values, quality of the tourism experience and destination attributes: the case of Chinese tourists in Egypt	The Routledge Handbook of Destination Marketing		<p>Chinese tourists represent a tremendous potential for tourism destinations worldwide. Even though many researchers have examined the behavior of Chinese tourists, the relationship between personal values, quality of the tourism experience, and evaluation of destination attributes remains a fruitful area of research. This research explores these relationships using a sample of Chinese students visiting Egypt (n=135). Cluster analysis reveals the existence of three clusters, and each cluster had different ratings for the dimensions of the quality of the tourism experience and the various destination attributes. Academic and practical</p>	Omnia Yacout		https://doi.org/10.4324/978131515101163		دولي

28	Tourism	Lamiaa Hefny	Associate professor	2020	Evaluating the Egyptian Official online channels for branding Egypt as a tourism destination	International Journal of Heritage, Tourism and Hospitality		Websites, social media and tourism mobile applications are now considered important online channels for promoting destinations' brand. The study employed content analysis technique to analyze the official Egyptian Tourism Website, social media tools and the mobile application linked to the website. The study used three analysis models to evaluate the features and the interactivity of the Egyptian online channels. Results show a strong need to develop the interactivity of the Egyptian website and its mobile application. The study demonstrated the need for more integrated social media tools to brand Egypt online as a tourism destination. Keywords: Destination brand, Tourism destination Website, Social media, tourism applications, Egypt				https://dx.doi.org/10.21608/ijth.20.20.126182	
29	Tourism	Lamiaa Hefny	Associate professor	2020	Promoting Egypt through its National Stereotype: The Role of Stereotype in Evaluating the Components of Destination Image	International Tourism and Hospitality Journal	dy	National stereotype could play a crucial role in evaluating tourist destinations. Through the stereotype content model (SCM), the study tried to understand how stereotypes influence destination image components and identify the most influenced one when using such type. The study used qualitative and quantitative methods in examining national stereotype and its effect on the three components of destination image evaluation. Results revealed that there are significant relationships between the two dimensions of Egypt's stereotype (warmth and competence) and its image's three components (cognitive, affective and conative). The results showed that the affective component has the most significant impact on the evaluation process unlike the cognitive and conative components. Using the warmth and competence traits when promoting strong and attractive affective image, is one of the practical implications of the study recommended for marketing managers. Keywords: National stereotypes, The Stereotype Content Model (SCM), Warmth and competence, Destination image components.				DOI : https://dx.doi.org/10.37227/ITHJ	دولى
30	Tourism	Lamiaa Hefny	Associate professor	2021	The relationships between job satisfaction dimensions, organizational commitment and turnover intention: The moderating role of ethical climate in travel agencies	Journal of Human Resources in Hospitality & Tourism	Q2	The most difficult part about ethical climate in workplace its outcomes on job satisfaction, organization commitment and turnover intention. The purpose of this paper is to investigate the moderating role of ethical climate between job satisfaction and Organizational Commitment on one hand and between job satisfaction and turnover intention on the other hand. This study surveyed 174 employees of the travel agencies in Alexandria. The study detected the role of ethical climate between the three variables; job satisfaction, organization commitment and turnover intention. The results revealed that there is a positive relationship between job satisfaction and organizational commitment and a negative one between job satisfaction and turnover intention in the presence of ethical climate. Keywords: Ethical climate, Job satisfaction, Organizational Commitment, Turnover Intention				https://doi.org/10.1080/15332845.2020.1821425	دولى
31	Tourism	Lamiaa Hefny	Associate professor	2021	Towards Memorable Tourism Experiences: Analysis of Trip-Advisor Users' Perceptions. The Case of Egypt	Journal of Faculty of Tourism and Hotels (JFTH)		The development of the social media and online communities allowed tourists to interact, comment and share their reviews. Trip-Advisor has become a place where people record their travel experiences, holiday memories and even their complains. This study aims to determine the most memorable dimensions that form tourism experiences extracted from TripAdvisor and explore how these tourists present their memorable tourism experience on TripAdvisor. The study employed the Netnography technique specially to investigate consumers on the virtual communities. A content analysis has been used to examine the data were collected from the narratives of the tourists who have visited Egypt on TripAdvisor. Through content analysis, results identified seven dimensions that form memorable tourism experiences (hedonism, novelty, refreshment, meaningfulness, involvement, knowledge and Social interaction & local culture). The findings of this study based on Netnography also revealed that local culture is the most memorable dimension and Knowledge was the least memorable dimension. Keywords: Memorable Tourism Experiences MTEs, Trip Advisor, Netnography.					
32	Tourism	Lamiaa Hefny	Associate professor	2021	The Role of Technology in Diminishing Barriers to Co-Creation, a Tourism Companies' Perspective	Journal of Faculty of Tourism and Hotels (JFTH)		In the last years, the phenomena of customer co-creation have been receiving great attention in tourism studies. Co-creation is a new practice that can help businesses gain a competitive advantage. Customer co-creation is considered an important tool used in the innovation process. However, the implementation of the co-creation process faces several barriers. Tourism companies can benefit from the rapid technology to limit co-creation barriers. Engaging customers in the value of co-creation with tourism companies is still relatively low in Egypt because of different barriers. The study aims to identify the barriers that tourism companies face to start co-creation. The study also examines how technology could facilitate the co-creation process and limit these barriers. The findings that arise from the qualitative study identified eleven barriers under three categories. The first category, barriers related to the relationship between the customer and the company. The second category, barriers related to the Company. The third category, barriers related to the customers. The findings also revealed that seven barriers out of eleven may be resolved by technology.					

33	Tourism	Lamiaa Hefny	Associate professor	2021	Factors Influencing Egyptian Consumers' Online Purchase of Airline Tickets	Journal of Faculty of Tourism and Hotels (JFTH)	In spite of the rapid growth of online purchasing of travel services, the Egyptian consumer's behavior still varies between using offline and using online purchasing methods. This study aims to explore the factors that affect Egyptians' intention to purchase airline tickets via the internet. The study developed a conceptual framework to determine the relationship between such factors and said intention. Data were collected from 318 individuals via a self-administrated questionnaire. results showed that perceived usefulness, perceived ease of use, trust toward a third party, price value, attitude, trust towards the internet, subjective norm, social influence, and reliability have a significant positive effect on the intention to purchase online. These results would help to define the factors affecting the buying behavior and technology acceptance of the Egyptian consumer, in the field of air travel. The implications of the study could be used by marketers to help users make decisions related to online purchases and to encourage technology adoption. Keywords: Technology acceptance, Factors influencing online purchasing, Intention to Purchase Airline Tickets Online.					
34	Tourism	Lamiaa Hefny	Associate professor	2021	The impact of perceived risk on future travel: The role of destination trust during the COVID-19 pandemic	Journal of Faculty of Tourism and Hotels (JFTH)	The COVID-19 pandemic has undoubtedly a significant influence on the tourism industry due to the perceived risk of travelers that cause them to change their travel decision. The study proposed a conceptual framework to identify the impact of Egyptians' risk perceptions on intention to travel to tourism destinations during the pandemic. The study examined four risk types; financial risk, psychological risk, health risk, and travel risk. The proposed framework also investigated the mediating role of destination trust on the relationship between the four types of risk and intention to travel. An online questionnaire was conducted on potential leisure travelers and a structural equation modeling was used to test the relationships between hypotheses. The results showed a significant relationship only between psychological, health and travel risk and the intention to travel. The results also proved that only travel risk has no impact on travel intention in the presence of destination trust during the pandemic. The unique contribution of the study is investigating the effect of trust on the relationship between perceived risk and travel intention. Useful practical implications provided by the study to help Destination Management Organizations (DMOs) to develop strategies to decrease the risk perceptions and encourage travelers to revisit tourism destinations. Keywords: perceived risk, intention to travel, Destination trust, Mediating role					
35	Tourism	Ghada Bassiony	Associate professor	2019	A Touristic Perspective to the historical route of Alexander the Great's journey in Egypt	Journal of the Faculty of tourism and hotels Alexandria University Special issue of the 2nd international tourism conference. Faculty of tourism & hotels. Matrouh University 26-28 March 2019	The entry of Alexander the Great to Egypt and his visit and stops in many ancient Egyptian cities is one of the most important historical route in Egypt. Welcomed by the Egyptians , he entered Egypt in 332B.C .By Tracking this Historical visit, We can observe that Alexander the Great had stopped during his visit in five main cities ,this paper will show the stops of his route in order to create a new tour to citizens and tourists to enhance new touristic perspective.					
36	Tourism	Dr.Mahmoud Ahmed	Lecturer	2019	Supporting the enabling factors for successful knowledge sharing adoption by the Egyptian tourism companies	JOURNAL OF TOURISM, RESEARCH	his 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 semistructured 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.	Hala Hilaly, Mahmoud Ahmed Aboushouk, Nashwa Fouad Attallah	Aboushouk, M.A, Hilaly, H.& Fouad, N 2019, "Supporting the enabling factors for successful knowledge sharing adoption", Journal of Tourism research, Greece, vol.22, June 2019.	http://jotr.eu/images/722/V22_25.pdf#page=64	ISSN2241-7931	دورى

37	Tourism	Dr.Mahmoud Ahmed	Lecturer	2019	Organizational Barriers to Knowledge-Sharing: Evidence From Egyptian Tourism Companies	Handbook of Research on International Travel Agency and Tour Operation Management- IGI Global-		This chapter 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-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.	Hala Hilaly, Mahmoud Ahmed Aboushouk, Nashwa Fouad Attallah		https://www.igi-global.com/chart/er/organizational-barriers-to-knowledge-sharing/228301		دولى	
38	Tourism	Dr.Mahmoud Ahmed	Lecturer	2019	Measuring Employees' Service Innovative Behaviour in the Egyptian Tourism Companies	proceedings of 2nd International Conference on Tourism Research		Many international organizations have currently become aware of the grand need to adopt all types of innovation through inventing non-traditional methods to enter the new tourism markets and to retain their market share. Actually, innovation systems, and more precisely employees' service innovative behaviour, particularly in tourism companies, are weak or non-existent in the first place, in addition to the fact that a few studies have addressed in depth its implementations in tourism and hospitality sectors. Therefore, the present research proves to be significant at both theoretical and practical levels. Theoretically, it aims to shed light on the concept of employees' service innovative behaviour, its dimensions, as well as, its enabling factors and barriers. At the practical level, it aims to investigate whether the existence of the concept and whether its practices are applied in the Egyptian tourism companies class A or not. Besides, it explores the available enabling factors and barriers that are existent and are actually influencing the employees' service innovative behaviour. Moreover, it measures the influence strength of the perceived personal and organizational factors that are positively affective, as well as, the perceived barriers that negatively affect employees' service innovative behaviour adoption in the Egyptian tourism companies. The methodology adopted the deductive approach using the quantitative method to realize the research objectives and testify its hypotheses. Furthermore, a semi-structured questionnaire was distributed among a sample of 278 out of 1008 tourism companies, using a simple random sampling technique with a response ...	Hala Hilaly, Mahmoud Ahmed Aboushouk, Nashwa Fouad Attallah	Aboushouk, M.A, Hilaly, H.& Fouad, N.2019, 'Measuring employees' service innovative behavior practices in Egyptian Tourism Companies: Proceeding of the 2nd international conference on Tourism research , University Portucalense, Porto, Portugal,14-15 March, 2019, pp.289-298.	http://toc.proceedings.com/48114/webtoc.pdf		دولى	
39	Tourism	Dr.Mahmoud Ahmed	Lecturer	2018	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 ...	International journal of sciences and specific arts/Alexandria University-faculty of specific education			Aboushouk, M. A, and E. - Fathy				محلى	
40	Tourism	Dr.Mahmoud Ahmed	Lecturer	2020	The Impact of User-Generated Content on Digital Transformation of Tourism and Travel Services: Evidence from the Egyptian Travel Agencies	International Journal of Heritage, Tourism and Hospitality		The continuous development of information technology has fundamentally revolutionized our communication patterns and behavior through the Internet, establishing a digital medium in which 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	Mahmoud A Aboushouk, Tamer M Elsawy	Aboushouk, M., Elsawy, T. (2020). "The Impact of User-Generated Content on Digital Transformation of Tourism and Travel Services: Evidence from the Egyptian Travel Agencies", International Journal of Heritage, Tourism and Hospitality, 14(Issue 3 (Special Issue)), pp. 12-30. doi: 10.21608/ijth.2020.106168	https://ijth.journals.ekb.eg/article_106168.html	10.21608/ijth.2020.106168		محلى
41	Tourism	Dr.Mahmoud Ahmed	Lecturer	2021	Measuring The Impact of Intellectual Capital on Travel Agencies' Innovation Performance: Evidence from Egypt	Journal of Association of Arab Universities for Tourism and Hospitality		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 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 modelling (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.	Mahmoud Aboushouk, Mahmoud Tamamm	Aboushouk, M., Tamamm, M. (2021). "Measuring The Impact of Intellectual Capital on Travel Agencies' Innovation Performance: Evidence from Egypt", Journal of Association of Arab Universities for Tourism and Hospitality, 21(2), pp. 150-161. doi: 10.21608/jaauth.2021.87234.1211	https://journals.ekb.eg/article_1621.html	10.21608/jaauth.2021.87234.1211		محلى

42	Tourism	Dr.Mahmoud Ahmed	Lecturer	2022	Measuring the impact of entrepreneurial leadership on innovative work environment within Egyptian travel agencies	International Academic Journal of the Faculty of Tourism and Hotel Management – Helwan University (IAJFTH)		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 well as their impact on employees in travel agencies regarding innovation environment. In addition it'll help to clarify the vital 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.	Mahmoud Abou shouk, Nehal Eltayeb	Eltayeb, N., Abou Shouk, M. (2021). 'Measuring the Impact of Entrepreneurial Leadership on Innovative Work Environment within Egyptian Travel Agencies.' International Academic Journal Faculty of Tourism and Hotel Management, 7(1), pp. 131-151. doi: 10.21608/jjaf.2021.230772	https://jjaf.journals.ekb.eg/article_230772_fe681e5c8b13bdcc6a6d322baefdb471.pdf	10.21608/IAF.2021.230772	محلى
43	Tourism	Dr.Mahmoud Ahmed	Lecturer	2022	Vicarious Travel: The New Tourism Experience Paradigm brought by COVID-19 (A Study of Egyptians' Attitudes and Risk Perceptions)	تحت النشر			Mahmoud Aboushouk, Radwa Sami				دولى
44	Tourism	Dr.Mahmoud Ahmed	Lecturer	2022	The impact of employees' Absorptive capacity on digital transformation of Tourism and Travel services: Evidence from the Egyptian Travel Agencies	تحت النشر 36 Eurasia Business and Economics Society Conference	scopus indexed		Aboushouk Mahmoud	Aboushouk Mahmoud (2022).The impact of Employees' absorptive capacity on digital transformation of Tourism and travel services:Evidence from the Egyptian Travel Agencies.Proceedings of the 36th Eurasia Business and Economics Society Conference.			دولى
45	Tourism	Assoc.Prof.Mahmoud Ahmed Aboushouk	Associate professor	2023	Big Data in Egyptian Travel Agencies: Enabling Factors (TOE), Adoption Readiness and Adoption Intention	International Journal of Tourism, Archaeology and Hospitality 3, no. 1 (2023): 71-92.		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. 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 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.	Mahmoud Ahmed Aboushouk 1 Mahmoud Moawad Tamamm 2	Aboushouk, M.A. and Tamamm, M.M., 2023. Big Data in Egyptian Travel Agencies: Enabling Factors (TOE), Adoption Readiness and Adoption Intention. International Journal of Tourism, Archaeology and Hospitality, 3(1), pp.71-92.	https://ijtah.tour.nals.ekb.eg/article_282567.html	10.21608/IJTAH.2023.178344.1020	local

46	Tourism	Assoc.Prof.Mahmoud Ahmed Aboushouk	Associate professor	2024	Assessing the employees' Absorptive Capacity Influence on innovation Performance in the Egyptian Travel Agencies	Pharos International Journal of Tourism and Hospitality	local (7)	<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.</p> <p>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.</p> <p>The study findings encompass practical 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.</p> <p>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</p>	Assoc.Prof.Mahmoud Ahmed Aboushouk				local	
47	Hotel Management	Amr Fouad	Assistant Lecturer	2022	Tomorrow Taste Comes Today: Exploring Customers' Intention to Buy 3D Printed Food in Egyptian Restaurants	Pharos International Journal of Tourism and Hospitality		DOI: 10.21608/PIJTH.2022.264346						
48	Hotel Management	Adel Samir Elmetwaly	Assistant Lecturer	2022	Assessment of Learning and Growth Perspective as One of Balanced Scorecard Dimensions and Its	Mansoura University Faculty of Tourism and Hotels		Purpose- The hospitality industry based on performance of employees so, this paper aims to assessment of learning and growth perspective as one of balanced scorecard dimensions and its impact on employees' performance in five-star hotels in Cairo, Egypt and investigate the usage of it to enhance the performance of employees in five-star hotels in Cairo, Egypt	Adel Samir Elmetwaly, 2 Neveen Mohamed Mansour, 3 Mohamed Tawfik Essawy					
49	Hotel management	Adel Samir Elmetwaly	Assistant Lecturer	2022	Evaluation of Balanced Scorecard Practices and Their Impacts on Employees' Performance in Hotels	African Journal of Hospitality, Tourism and Leisure, ISSN: 2223-814X	q3	<p>This research aims to evaluate the balanced scorecard practices and their impacts on employees' performance in five-star hotels in Cairo, Egypt. This paper considers a wide range of background information and a literature review that focuses on the implementation of balanced scorecard practices on the performance of employees in hotels. Questionnaires were distributed to employees working within the rooms division department. The study sample covered 30% of Egyptian five-star hotels in Cairo. Structural equation modeling was used to analyze results. In this context, the study found that the application of the balanced scorecard practices significantly affected employees' performance. It was found that the most influential factor affecting employees' performance was the learning and growth perspective. As such, it is recommended that hotels should pay more attention to the application of the balanced scorecard as a crucial tool for enhancing employees' performance. The implementation of the balanced scorecard begin with improving the skills and knowledge of the employees, thus managers in each department in hotels should facilitate the application of balanced scorecard and make use of balanced scorecard not only as a follow up tool for employees but also as a measurement</p>	Adel Samir Elmetwaly, Mansour, 3 Mohamed Tawfik Essawy			-1019. DOI: https://doi.org/10.46222/ajhtl.19770 720.272		

50	Hotel management	Mohamed A. Nassar	Professor	2022	.Cause-related marketing and its impact on brand image and loyalty: Evidence from international fast-food chains	Journal of Foodservice Business Research	Journal of Foodservice Business Research	The work described in this paper investigates the impact of cause-related marketing on brand image and loyalty from the perspective of international fast-food chains. Fourteen semi-structured interviews were conducted with the managers to assess the current use of cause-related marketing practices (CRM) in fast-food chain restaurants. From the results of the interviews and review of literature, a model was developed including four variables, these are as follows: CRM, customer loyalty, brand image, and price increase. A self-administered structured questionnaire was designed to collect data on managers' perspective of CRM, impact on brand image, customer loyalty, and price increase. Seven hundred and four questionnaires were distributed. Results from the study indicate that there is a correlation between CRM and brand and that there is a positive and significant relationship between CRM and customer loyalty. CRM was found to have more effect on attitudinal loyalty than on behavioral loyalty. In addition, results revealed that brand image and customer loyalty are correlated. Regression analysis signified that customer loyalty is affected by brand image as the relationship between them is significant and positive. The study also found that brand image acted as a partial mediator between CRM and customer loyalty.	Nesma Mostafa Mobarak, Mohamed A. Nassar & Mona Omar Barakat	Mobarak, N. M., Nassar, M. A., & Omar Barakat, M. (2022). Cause-related marketing and its impact on brand image and loyalty: Evidence from international fast-food chains. Journal of Foodservice Business Research, 1-26.	https://www.tandfonline.com/doi/abs/10.1080/15378020.2022.2104074	DOI:10.1080/15378020.2022.	International
51	Hotel Management	Mohamed A. Nassar	Professor	2022	Tomorrow Taste Comes Today: Exploring Customers' Intention to Buy 3D Printed Food in Egyptian Restaurants	Pharos International Journal of Tourism and Hospitality	Purpose – To explore the effect of 3D printed food characteristics on the Value-Attitude-Behavioral model in Egyptian restaurants. Design/methodology/approach – Using a quantitative design, a self-administered questionnaire was conducted with customers who eat at restaurants. Findings – Four characteristics of 3D printed food: health, fun, creativity and natural content were explored. The primary result identified was 3D printed characteristics have a positive and significant effect on hedonic value. Moreover, hedonic and utilitarian perceived values have an impact on customer attitudes toward 3D-printed food. Respondents indicated attitude toward 3D-printed food led to the intention to buy it. Originality/value – This research highlights the need for 3D food printing technology in restaurants in Egypt. Moreover, this study adopted the Value-Attitude-Behavioral model in the context of 3D-printed food. Research limitations/implications – In the present study, 4 characteristics of 3D-printed foods are being considered. In future, additional factors could be considered to deal with advancements in the food and beverage industry. Practical implications – The study has recommended that marketers and decision-makers show the advantages of 3D-printed food in ads. Social implications – This study will help the community by offering them a new type of technology that positively affects the environment. Besides, it will help people with allergies and elderly people to have food that is suitable for them.	<ul style="list-style-type: none"> Mohamed Nassar 1 Amr Fouad 2 		https://pijth.journals.ekb.eg/article/doi/10.1080/15378020.2022.2104074	DOI: 10.21608/PIJTH.2022.264346	Local	
52	Hotel Management	Hamada Gamal	Lecturer	2022	Customer Acceptance of Self-Service Technology in Five-Star Hotels in Egypt	Pharos International Journal of Tourism and Hospitality	Self-service technology (SST) is continuously improving to make a wide range of services easier, quicker, and more suitable. The current study aims mainly to explore customers' acceptance and intention to use SST in five-star hotels in Egypt based on its ease of use and usefulness. Therefore, the current research highlighted four issues of SST, namely: technology acceptance (perceived usefulness and ease of use), technology readiness (innovativeness, optimism, discomfort, and insecurity), technology characteristics (responsiveness and smartness), and customers' intention to use SST. Five main hypotheses were developed consequently. A survey form was completed by 940 hotel customers; they were selected randomly from five-star hotels in five regions. The findings revealed that customer acceptance of SST in hotels was significantly correlated with technology readiness and technology characteristics. In addition, there was a significant correlation between customers' acceptance of SST and their intention to use it. The research presents a comprehensive insight into SST practices in five-star hotels in Egypt. Furthermore, many implementations are provided that help hotel managers and decision-makers understand what motivates customers to accept SST.	Hamada Hassan 1 Mohamed Nassar 2 Mohamed Kamal 2	Hassan, H., Nassar, M., & Kamal, M. (2022). Customer Acceptance of Self-Service Technology in Five-Star Hotels in Egypt. Pharos International Journal of Tourism and Hospitality, 1(1), 64-76. doi: 10.21608/pijth.2022.264970	https://pijth.journals.ekb.eg/article/doi/10.21608/pijth.2022.264970	10.21608/PIJTH.2022.264970	Local	
53	Tourism	Tamer M. Elsawy	Lecturer	2023	Determinants of e-business usage by travel agencies in developing countries: a decision tree approach	International Journal of Tourism Policy	Q3	Abstract: This study sought to investigate the determinants of post-adoption e-business usage (EBU) by Egyptian travel agencies. The study adopted an integrative model blending two theoretical perspectives: the diffusion of innovation theory and the technology-organisation-environment framework. Besides, the study used the decision tree (DT) method for data analysis and structured questionnaires to collect data from 320 agencies. The results revealed that only 37.4% of travel agencies are using e-business. Relative advantage was the most influential variable on EBU. Organisation size was the least influential variable. When interacting together, the most influential sets of variables on EBU were relative advantage, technological competence, and costs. The study provided important theoretical, managerial, and policy implications for researchers, managers, and decision-makers.	-	Elsawy, T.M. (2023) 'Determinants of e-business usage by travel agencies in developing countries: a decision tree approach', Int. J. Tourism Policy, Vol. 13, No. 1, pp.1-17.	https://www.inderscience.com/offser.php?id=12917	DOI: 10.1504/IJTP.2023.10054415	International

58	Tourism	Tamer M. Elsawy	Lecturer	December 2023	Beyond Passive Observation: Understanding Egyptian Domestic Tourists' Behaviour through Hyper-Personalised Digital Clienteling	Pharos International Journal of Tourism and Hospitality	--	<p>This study investigates the impact of hyper-personalisation through digital clienteling on the online booking intentions and behaviours of domestic tourists, employing an integrated model of the Technology Acceptance Model (TAM) and Theory of Reasoned Action (TRA). Conducted through a quantitative methodology, the study gathered responses from 326 participants through a structured questionnaire. The participants were randomly chosen from various Egyptian Facebook travel groups, specifically targeting individuals with prior experience in online booking for domestic vacations. The analysis of the gathered data was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4. The findings reveal a satisfactory fit for the model, with significant relationships between attitude, subjective norms, perceived ease of use, perceived usefulness, and online booking intention and behaviour. The demographic analysis highlights a prevalence of educated and younger participants, suggesting that hyper-personalised digital clienteling may appeal more to this demographic. Practical implications suggest targeted marketing efforts and optimised digital platforms to enhance the user experience. Theoretical implications contribute to the advancement of technology adoption models, providing insights into tourists' decision-making processes. The study's originality lies in its focus on the Egyptian context and domestic tourism market, enriching the literature on technology adoption in developing countries.</p>	Individual	Elsawy, T.M. (2023). Beyond Passive Observation: Understanding Egyptian Domestic Tourists' Behaviour through Hyper-Personalised Digital Clienteling. <i>Pharos International Journal of Tourism and Hospitality</i> , [online] 2(2), pp.1–15. doi:https://doi.org/10.21608/pijh.2023.256371.1007.	https://pijh.tour.nals.ekb.edu/article_332016.html	https://doi.org/10.21608/pijh.2023.256371.1007	Local
59	Hotel Management	Hamada Gamal	Lecturer	2024	Hotel employees' intention not to waste food: The role of environmental concern	Current Psychology	Q1	<p>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.</p>	Zakaria Elkhwesky, José-Alberto Castañeda-García, Younés El Manzani, Shafique Ur Rehman & Hamada Hassan	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.	https://link.springer.com/article/10.1007/s12144-024-05952-3	https://doi.org/10.1007/s12144-024-05952-3	International
60	Tourism	Tamer M. Elsawy	Lecturer	2024	Harnessing appreciative inquiry in tourism planning: towards a strategy for poverty alleviation in marginalised communities	International Journal of Tourism Cities	Q1	<p>Purpose This study aims to apply the appreciative inquiry approach (AI) to develop a tourism strategy for poverty alleviation in marginalised communities. The focus is to provide practical insights for leveraging tourism to drive positive socio-economic change for the impoverished, using Rosetta, a port city in Egypt with cultural and historical significance, as a case study.</p> <p>Design/methodology/approach This qualitative applied study uses the four-D phases of AI and thematic analysis to strategise tourism development in Rosetta. Through interviews, focus groups and field visits, the study identifies tourism potential, stakeholder aspirations and actionable strategies for sustainable development. The approach prioritises a bottom-up, community-centric, and stakeholder-involved process, aiming for inclusive and equitable growth.</p> <p>Findings The study revealed Rosetta's underutilised tourism potential, emphasising heritage tourism. Although tourism offers some economic benefits, its impact on alleviating poverty in Rosetta remains limited. A holistic strategy for tourism development in Rosetta is proposed for economic growth and poverty reduction, focusing on sustainable management, local empowerment, enhanced marketing, improved infrastructure and diversified tourism offerings.</p> <p>Originality/value While AI is not new in qualitative studies, the novelty of this study lies in its application to tourism planning for poverty alleviation in a marginalised community like Rosetta, introducing a comprehensive tourism strategy with an original framework applicable to comparable destinations. The study's significance is emphasised by providing actionable strategies for policymakers, valuable insights for practitioners and enriching the discourse and methodology on pro-poor tourism for academics, representing a step towards filling the gap between theoretical</p>	Individual	Elsawy, Tamer M. "Harnessing Appreciative Inquiry in Tourism Planning: Towards a Strategy for Poverty Alleviation in Marginalised Communities." <i>International Journal of Tourism Cities</i> , 25 Mar. 2024.	https://www.emerald.com/insight/content/doi/10.1108/IJTC-10-2023-0208/full/html	https://doi.org/10.1108/IJTC-10-2023-0208	International

61	Tourism	Tamer M. Elsayy	Lecturer	2024	Unveiling Naga Oun Village: Transforming Egypt's Hidden Gem into a Thriving Rural Tourism Destination	Pharos International Journal of Tourism and Hospitality	--	<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 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>	Tamer M. Elsayy, Mohamed Nassar, Amr Fouad, Ghada Mohamed Bassiony	Tamer Elsayy, et al. "Unveiling Naga Oun Village: Transforming Egypt's Hidden Gem into a Thriving Rural Tourism Destination." <i>Pharos International Journal of Tourism and Hospitality</i> , vol. 3, no. 1, 1 Feb. 2024.	https://piith.iour.nals.ekb.eg/article_340390.html?ana=en	https://doi.org/10.21608/piith.2024.265835.1011	National
62	Tourism	Tamer M. Elsayy	Lecturer	2024	Domestic Tourists' Perception and Attitude Towards Circularity in Egypt	Pharos International Journal of Tourism and Hospitality	--	<p>This study aims to fill a critical gap in the field of circular tourism by investigating the perceptions and attitudes towards circularity among domestic tourists in Egypt. The purpose is to provide insights into the preferences and behaviours of this demographic, addressing a lack of research in this context.</p> <p>Structured surveys were conducted among a randomly selected sample of 397 diverse domestic tourists. A quantitative approach, employing SmartPLS 4 for data analysis, was used to examine the relationships between environmental consciousness, demographic factors, and attitudes toward tourism circularity. Findings reveal that around 56% of Egyptian domestic tourists exhibit high environmental awareness, with 26.9% lacking it. In terms of attitudes towards circularity, 44.6% express positivity, while 45.8% show negativity, indicating a potential misalignment between environmental awareness and attitudes towards circular practices. Positive relationships were identified between environmental consciousness and overall attitudes toward tourism circularity. Additionally, the study uncovers the mediating role of environmental consciousness in demographic influences and highlights the moderating effect of gender on the relationship between environmental consciousness and overall attitudes.</p> <p>This study contributes original insights by focusing on domestic tourists in a developing country, enriching the understanding of circular tourism. The study adds value to the literature by providing empirical evidence and insights for fostering sustainability in the Egyptian tourism sector. The study implications extend to actionable strategies for stakeholders, emphasising the importance of targeted interventions aligned with local preferences, thus fostering sustainability in the Egyptian tourism landscape.</p>	Individual	Tamer Elsayy. "Domestic Tourists' Perception and Attitude towards Circularity in Egypt." <i>Pharos International Journal of Tourism and Hospitality</i> , vol. 3, no. 1, 1 Feb. 2024.	https://piith.iour.nals.ekb.eg/article_340387.html	https://dx.doi.org/10.21608/piith.2024.24263493.1008	National
63	Tourism	Tamer M. Elsayy	Lecturer	2024	The transition barriers toward the circular economy for travel agencies in Egypt	The International Journal for Tourism, Archeology and Hospitality	--	<p>This study investigates the transition barriers to the Circular Economy (CE) for travel agencies in Egypt. Drawing on a comprehensive literature review, the study develops a conceptual framework encompassing external and internal barriers to CE implementation. The research employs a quantitative approach with structured questionnaires distributed among managerial-level employees in Egyptian Travel Agencies. The study utilized Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS 4 for analysis.</p> <p>The study reveals that a significant majority (91.69%) of Egyptian travel agencies do not currently implement CE practices, with a prevalent representation of small and medium-sized enterprises. The analysis confirms that external and internal barriers significantly impact CE implementation. Notably, organization size moderates the relationship between external barriers and CE transition, while it shows no significant moderation for internal barriers.</p> <p>This study pioneers a tested model for measuring CE barriers in the tourism industry of developing countries, offering original insights crucial for academia, practitioners, and policymakers. With a unique focus on Egypt, an underexplored region, it contributes to micro-level CE literature and sets the stage for similar studies. The introduction of the moderating effect of organizational size underscores the nuanced impact of organizational characteristics on overcoming challenges during the CE transition.</p>	Individual	Tamer Elsayy. (2024). The transition barriers toward the circular economy for travel agencies in Egypt. <i>International Journal for Tourism, Archeology and Hospitality</i> , 4(1), 60-88.	https://ijtah.iour.nals.ekb.eg/article_339354.html	https://dx.doi.org/10.21608/ijtah.2024.24258367.1114	National

64	Hotel Management	Hamada Gamal	Lecturer	2024	The influence of optimism and innovativeness on customers' perceptions of technological readiness in five-star hotels	Pharos International Journal of Tourism and Hospitality 3 (1), 70-80	Local (7)	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 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.	Hamada Gamal Hassan, Mohamed Nassar, Kamal Abdien	Hassan, H. G., Nassar, M., & Abdien, M. K. (2024). The influence of optimism and innovativeness on customers' perceptions of technological readiness in five-star hotels. <i>Pharos International Journal of Tourism and Hospitality</i> , 3(1), 70-80.	https://piith.jour.nals.ekb.eg/article_341610_d492810ac1f35d346f8984d3fde4d0c73.pdf	https://piith.jour.nals.ekb.eg/article_341610_d42810ac1f35d346f8984d3fde4d0c73.pdf	National
65	Hotel Management	Ahmed Magdy	Lecturer	2024	Hashtag Power through SNS Advertising: Achieving Brand Loyalty Based on Customer Engagement within the Egyptian Tourism and Hospitality Market	The Scientific Journal of Tourism and Hotels, Alexandria University	Local (7)	Universally, Over 60% of people use social media platforms daily, which reflects the role of social media "reach" that organizations could have when launching a social media campaign. Including a hashtag in social media campaigns is an approach to increasing reach, as using hashtags helps increase social media audience and interaction. Hence, this paper aims to investigate the power of hashtags to boost hospitality and tourism services, especially after the dominance of social network services (SNS) in digital marketing during the last decade. In addition, the paper aims to explore the role of hashtags in achieving customer loyalty for tourism and hospitality organizations based on their engagement with the hashtag. Using the questionnaire form as a data collection tool, the research sample includes potential customers who use SNS to decide whether to use specific tourism and hospitality services within the Egyptian market. All hypotheses were tested via PLS structural equation modeling. The research findings help tourism and hospitality organizations boost marketing campaigns via SNS and achieve more reach for their marketing campaigns. In addition, the research focuses on exposing the awareness of hashtag value to make marketing more reachable by customers. The research focuses on one of the most successful marketing approaches, which is widely used and achieves high reach percentages that reflect more customer engagement and loyalty.	Dr Hesham Dar - Dr Sara Ahmed Abdelfattah				
66	Hotel Management	Ahmed Magdy	Lecturer	2024	Understanding the Impact of Work Environment on Employee Well-being and Cynicism: Insights from the Hotel Industry	Tourism and Hospitality Management	Q3	The paper aims to deepen the understanding of various psychological and sociological theories that contend that people prefer to work in a healthy environment that provide favorable working conditions, such as affective events theory, well-being theory, leadership theory, and organizational support theory. Therefore, if the hospitality sector does not provide appropriate working conditions and does not support psychological wellbeing, it might be difficult to find motivated and devoted employees.	Dr. Islam Elbayoumi Salem				
67	Hotel Management	Ahmed Magdy	Lecturer	2024	From turmoil to triumph: Does environmental uncertainty matter to organizational creativity and competitive advantage: the role of organizational agility	International Journal of Hospitality & Tourism Administration	Q2	Based on contingency theory, resource-based view theory, and confusion theory, this research paper expresses new insights into various strategic and managerial theories that call for adaptation to environmental changes, especially during uncertain times. Further, it expands our understanding of organizational agility as a moderating role in the relationship between environmental uncertainty and organizational outcomes within the hospitality context. The data were obtained from top-level managers in five-star chained Egyptian hotels. The findings indicated that environmental uncertainty has a considerable detrimental effect on organizational creativity and competitive advantage. Additionally, the negative relationship between organizational outcomes and environmental uncertainty is significantly moderated by organizational agility. The study's results have several theoretical and practical implications for the hotel industry.	Dr. Mohamed Hassan Elmakkawy				
68	Hotel Management	Ahmed Magdy	Lecturer	2024	Antecedents and Consequences of the Creative Food Tourism Experience: Brand Equity Insights	Journal of Tourism and Hospitality Research	Q1	This study introduces the creative food tourism experience (CFTE) idea to the fine-dining restaurant market, thereby broadening the understanding of food tourism. It examines the CFTE triggers and possible outcomes and also investigates the role of brand equity. It also incorporates staff cohesion as a personal environmental component and ties the balance theory to the brand experience theory by examining brand equity as a distinct outcome of CFTE. The results of a study conducted on 574 food tourists in authentic Egyptian fine dining establishments show that sensory and personal environment elements have a large and favourable impact on consumers' CFTE, with restaurant atmosphere having the greatest influence. The results suggest that CFTE influences brand awareness, brand image, and perceived quality. Remarkably, brand trust moderates the relationship between perceived quality and brand loyalty but not the one between brand awareness, brand image, and brand loyalty. The study provided a significant contribution to	None				

69	Hotel Management	Amr Mohamed Fouad	Lecturer	2024	Innovating Gastronomy through Information Technology: A Bibliometric Analysis of 3D Food Printing for Present and Future Research	Information	Q2	3D Food Printing (3DFP) has now emerged as the new paradigm shift in culinary arts and is leading to a dramatic transformation of traditional cuisine. This paper aims to conduct a bibliometric analysis of the literature associated with 3DFP research. In the Scopus database, an initial search provided 2188 documents. Applying the PRISMA criteria reduced these documents by narrowing the research to 545 articles. The bibliometric analysis confirmed the growth of re-search interest in the topic over the past ten years, demonstrating a substantial rise in publications between 2021 and 2023. We also investigated major journals and authors who play the most significant role in the field. The study also provides insight into how 3DFP is applied to deliver delicious, healthy, and visually appealing meals and mitigate food waste. It also high-lights and strengthens the argument for design possibilities to manufacture such shapes and in-clude other raw materials. This bibliometric analysis not only visualizes 3DFP's research trend but also provides future research directions, focusing on its role in the food industry and gastronomy as well as its contribution to sustainable development.	Ibrahim A. Eishaer, Alaa M. S. Azazz, Mohamed A. Zayed, Faleh A. Ameen, Sameh Fayyad, Amr Mohamed Fouad, Noha Ibrahim Khalil, and Eslam Ahmed Fathy	Eishaer IA, Azazz AMS, Zayed MA, Ameen FA, Fayyad S, Fouad AM, Khalil NI, Fathy EA. Innovating Gastronomy through Information Technology: A Bibliometric Analysis of 3D Food Printing for Present and Future Research. Information. 2024; 15(8):471. https://doi.org/10.3390/info15080471	https://www.mdpi.com/2078-2489/15/8/471	https://doi.org/10.3390/info15080471	International
70	Tourism	Ghada Bassiony	Associate professor	2024	Unveiling Naga Oun Village: Transforming Egypt's Hidden Gem into a Thriving Rural Tourism Destination	Pharos International Journal of Tourism and Hospitality	Local 7	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. 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 public-private partnerships to foster sustainable rural tourism. 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. 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.					
71	hotel managment	Adel Samir Elmetywy	Lecturer	2024	Electronic Human Resources Management and Organizational Development: The Mediating Role of Personal Job Fit in Hotels	Pharos International Journal of Tourism and Hospitality	Local 7	This study focused on investigating the relationship between electronic human resources (E-HR) practices, person-job fit, and organizational development in the food and beverage departments of five-star hotels in Cairo, Egypt. The influence of e-recruitment, e-selection, e-training, and e-compensation on organizational development in the food and beverage department. The aim is to identify how these electronic HRM practices contribute to improved performance, job satisfaction, employee engagement, and customer service within the department					
72	Tourism	Lamiaa Hefny	Professor	2023	An overview of literature on destination competitiveness: A theoretical analysis of the travel and tourism competitiveness index	Pharos International Journal of Tourism and Hospitality	Local 7	Tourism destinations have long recognized the importance of competitiveness in fostering growth and development within the travel and tourism sector. This study delves into the concept of tourism destination competitiveness, particularly in the context of the Travel and Tourism Competitiveness Index (TTCI) developed by the World Economic Forum (WEF). The TTCI serves as a global benchmark, evaluating the factors and policies that contribute to a country's ability to sustainably and resiliently develop its travel and tourism (T&T) sector. Initially introduced in 2007, the index has undergone continuous refinement to capture the evolving dynamics of the T&T industry and its impact on economic progress. This study sheds light on the implications and challenges associated with the TTCI, emphasizing the need for further refinement to enhance its effectiveness. Despite ongoing improvements, the TTCI remains a valuable tool for comparing the competitiveness of different countries, offering insights into their strengths and areas for improvement	Lamiaa Hefny	Hefny, L. An overview of literature on destination competitiveness: A theoretical analysis of the travel and tourism competitiveness index. Pharos International Journal of Tourism and Hospitality, Vol. 2, issue. 2 (2023), 45-60	https://doi.org/10.21608/pijh.2023.253372.1006	https://doi.org/10.21608/pijh.2023.253372.1006	Local
73	Tourism	Lamiaa Hefny	Professor	2024	For Accessible Tourism Experience: Exploring The Blog Sphere of People with Disabilities	Advances in Hospitality and Tourism Research	Q3	Despite the continuous development of the tourism industry, the participation of people with disabilities (PwDs) remains a major challenge. Tourism constraints, whose three categories include: intrapersonal, interpersonal, and structural, make delivering accessible tourism experiences more difficult. Regardless of the growing interest in travel blogs in recent years, blogging about travel experiences through the blog sphere still need more research in tourism literature. Travel bloggers are now seen as a trustworthy source of information to be considered during the process of traveler's decision-making. The authors of accessible travel blogs share their experiences, stories, and accessible travel tips and write reviews on accessible destinations from the perspective of tourists with disabilities. The primary objective of this study is to examine the different constraints that are experienced by disability travel bloggers using the approach developed by Daniels et al. (2005). The second objective is to explore the negotiation strategies proposed by these travel bloggers to overcome travel constraints and to proof disabled travelers that accessible travel is possible. The results of the narrative analysis of 17 travel blogs showed that among many constraints shared by disabled travel bloggers, structural constraints were the most difficult to challenge and placed as the major concern.	Lamiaa Hefny	Hefny, L. For Accessible Tourism Experience: Exploring The Blog Sphere of People with Disabilities. Advances in Hospitality and Tourism Research (AHTR), Vol. 12, issue. 1 (2024), 33-61	https://doi.org/10.30519/ahr.12.83500	https://doi.org/10.30519/ahr.1283500	International

74	Hotel Management	Dr Hamada Gamal	Lecturer	2024	From Redundancy to Delight: Towards Optimized Organizational Outcomes	Tourism and Hospitality Management	Q3	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 data were obtained from 632 residents in five-star branded hotels in Egypt. Further, applying stratified sampling method for hotels selection while using and simple random sampling methods for respondents' selection. The results indicated that, service redundancy was negatively related to organizational outcomes, while emotional customers delight mediating the relationship between service redundancy and organizational outcomes. This study seeks a pioneering contribution of a model that is based on expectation-disconfirmation theory in relation to the hospitality literature. Further, by focusing on such theory the researchers pursue new insights into various stimuli that shape customers perceptions towards services provided.	Dr. Ahmed Magdy	Hassan, H., and Magdy, A. (2024). From redundancy to delight: towards optimized organizational outcomes, <i>Tourism and Hospitality Management</i> , 30(4)			International	
75	Tourism	Ghada Bassiony	Lecturer	2024	The Effect of Authenticity towards Cultural Heritage Tourists' Behavioral Intention: Case Study of the Graeco-Roman Museum	Pharos International Journal of Tourism and Hospitality	Local 7	This study explores the impact of perceived authenticity on the behavioral intentions of cultural heritage tourists, using the Graeco-Roman Museum in Alexandria as a case study. The research examines how authenticity influences key outcomes such as tourist satisfaction, perceived value, quality of experience, and emotional responses. A survey of museum visitors in 2024 gathered data, and structural equation modeling (SEM) analyzed the responses.						
76	Hotel Management	Ahmed Magdy	Lecturer	2024	Foodstagramming unleashed: Examining the role of social media involvement in enhancing the creative food tourism experience	Journal of Tourism and Hospitality Research	Q1	This study examines how social cognition and engagement components influence diners' creative food tourism experiences (CFTE) during their visit, as well as how the CFTE influences their continuous goal of foodstagramming. The survey comprised 783 guests who ate at a local destination restaurants and uploaded images of their experiences. Using PLS-SEM for data analysis, the evidence shows a link between meal experience value and social influences on CFTE. As social cognitive components, food experience value and social influence have been shown to have a favourable and significant effect on CFTE. Furthermore, the study discovered no significant relationship between social media use and CFTE. Besides, cognitive engagement and affective participation had a substantial impact on CFTE. Surprisingly, behavioural engagement had no effect on CFTE. Furthermore, the CFTE significantly and favourably influenced respondents' intentions to continue foodstagramming. Finally, it was discovered that CFTE elements had a significant impact on diners' long-term intents to foodstagramming. These findings have significant implications for hospitality professionals.	Dr Hamada Gamal Hassan	Magdy, A. and Hassan, H.G. (2024). Foodstagramming unleashed: Examining the role of social media involvement in enhancing the creative food tourism experience. <i>Tourism and Hospitality Research</i> , 0(0). https://doi.org/10.1177/14673584241311295	Magdy, A. and Hassan, H.G. (2024). Foodstagramming unleashed: Examining the role of social media involvement in enhancing the creative food tourism experience. <i>Tourism and Hospitality Research</i> , 0(0). https://doi.org/10.1177/14673584241311295	Magdy, A. and Hassan, H.G. (2024). Foodstagramming unleashed: Examining the role of social media involvement in enhancing the creative food tourism experience. <i>Tourism and Hospitality Research</i> , 0(0). https://doi.org/10.1177/14673584241311295	International	
77	Hotel Management	Ahmed Magdy	Lecturer	2024	Deciphering consumer behaviours in the innovative hospitality settings	Consumer Behavior in Tourism and Hospitality	Q1	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. The cross-sectional study methodology may not address causal linkages or developmental difficulties because it only collected data at one point in time. A longer study period is required, and the sample group's breadth is restricted to five-star hotel guests from Egypt's chain-affiliated hotels. This study offers a thorough methodology for assessing how hotel innovation influences consumer brand identification. It also looks at how consumer brand identification affects involvement and switching intentions. The study also investigates the moderating influence of consumer citizenship behaviour in the link between involvement and switching intentions.	Dr Hamada Gamal Hassan	Magdy, A. and Hassan, H.G. (2024). "Deciphering consumer behaviours in the innovative hospitality settings", <i>Consumer Behavior in Tourism and Hospitality</i> , Vol. 19 No. 4, pp. 617-632. https://doi.org/10.1108/CBTH-02-2024-0056	Magdy, A. and Hassan, H.G. (2024). "Deciphering consumer behaviours in the innovative hospitality settings", <i>Consumer Behavior in Tourism and Hospitality</i> , Vol. 19 No. 4, pp. 617-632. https://doi.org/10.1108/CBTH-02-2024-0056	Magdy, A. and Hassan, H.G. (2024). "Deciphering consumer behaviours in the innovative hospitality settings", <i>Consumer Behavior in Tourism and Hospitality</i> , Vol. 19 No. 4, pp. 617-632. https://doi.org/10.1108/CBTH-02-2024-0056	International	

78	Tourism	Tamer M. Elsayw	Associate professor	2025	Fostering a Circular Economy in Tourism: Insights From Egypt	IGI Global	Book Chapter	This chapter examines the state of the Circular Economy (CE) in Egypt's tourism sector, revealing both challenges and opportunities. The chapter uses a multi-faceted approach, combining secondary data analysis with a literature review. It systematically reviews and synthesises existing data from government reports, industry statistics, and prior research studies. It analyses barriers, demographic influences, and organisational dynamics and explores how technology can aid in overcoming these challenges. The chapter also draws on best practices from successful transitions elsewhere. Findings highlight the need for robust policies, targeted educational campaigns, and technological adoption. Effective CE transition in Egypt will require structured approaches, international collaboration, and tailored practices, such as adapting strategies to the Red Sea and promoting agritourism in the Nile Delta. This chapter is novel for its detailed analysis of CE adoption in Egypt's tourism sector, offering strategic pathways for advancing circularity.	Tamer M. Elsayw	Elsawy, T. M. (2024). Fostering a Circular Economy in Tourism: Insights From Egypt. In Sustainable Waste Management in the Tourism and Hospitality Sectors (pp. 475–506). IGI Global. https://doi.org/10.4018/979-8-3693-6110-8.ch018	https://www.igi-global.com/cha/er/fostering-a-circular-economy-in-tourism/362934	DOI: 10.4018/979-8-3693-6110-8.ch018	International
79	Hotel Management	Ahmed Magdy	Lecturer	2024	Do authentic dimensions and customer knowledge affect overall authenticity and revisit intention via interacting gastronomic experience?	International Journal of Hospitality Management	Q1	Authenticity has been widely acknowledged as a pivotal determinant in the success of ethnic restaurants. This study explores the influence of authentic dimensions and customer knowledge on the overall authenticity and revisits intention of Omani ethnic restaurants by moderating the gastronomic experience. Using a positivist approach, data were collected from 330 customers of Omani ethnic restaurants in Oman. All dimensions of authenticity (atmosphere, food, service, and price) have a positive influence on revisit intention. Concurrently, empirical evidence substantiates that customer knowledge significantly and positively impacts customers' perceptions of authenticity and revisit intention. Gastronomic experience moderates the association between overall authenticity and revisit intention. Overall authenticity mediates the influence of authenticity dimensions revisit intention, except true to self. The study contributes to the literature on the importance of authenticity and customer knowledge in the success of ethnic restaurants. It provides valuable insights for restaurant managers and marketers in Oman.	Islam Elbayoumi Salem , Hassan Aided , Muna Ahmed Ali Akaak, Reem Sultan Rashed Al Isaii	Salem, I. E., Aided, H., Akaak, M. A. A., Al Isaii, R. S. R., & Magdy, A. (2024). Do authentic dimensions and customer knowledge affect overall authenticity and revisit intention via interacting gastronomic experience? Perspective on ethnic restaurants. International Journal of Hospitality Management, 132, 101277. https://doi.org/10.1016/j.ijhm.2024.101277	Salem, I. E., Aided, H., Akaak, M. A. A., Al Isaii, R. S. R., & Magdy, A. (2024). Do authentic dimensions and customer knowledge affect overall authenticity and revisit intention via interacting gastronomic experience? Perspective on ethnic restaurants. International Journal of Hospitality Management, 132, 101277. https://doi.org/10.1016/j.ijhm.2024.101277	Salem, I. E., Aided, H., Akaak, M. A. A., Al Isaii, R. S. R., & Magdy, A. (2024). Do authentic dimensions and customer knowledge affect overall authenticity and revisit intention via interacting gastronomic experience? Perspective on ethnic restaurants. International Journal of Hospitality Management, 132, 101277. https://doi.org/10.1016/j.ijhm.2024.101277	International
80	Hotel Management	Amr Mohamed Fouad	Lecturer	2024	Resilience for Sustainability: The Synergistic Role of Green Human Resources Management, Circular Economy, and Green Organizational Culture in the Hotel IndustryQ2	Administrative Sciences	Q2	This research explores the extent to which green human resource management (GHRM) practices in the Egyptian hotel sector contribute to the adoption of Circular Economy (CE) practices and, eventually, organizational resilience. Using a sample of 402 employees from green-certified Egyptian hotels, the current study applied Partial Least Squares Structural Equation Modeling (PLS-SEM) on the data collected. The results show the positive effect of GHRM on the adoption of a circular economy that significantly enhances both internal and external organizational resilience. In addition, high Green Organizational Culture (GOC) strengthens the positive relationship of GHRM with the adoption of a circular economy. From this work, some empirical evidence is provided to show that circular economy practices can play a partial mediating role between GHRM and organizational resilience. These findings also present valuable insights for hotel managers and policymakers on how to achieve sustainability and resilience by means of integrated GHRM and circular economy practices.	Ibrahim A. Elshaer, Alaa M. S. Azazz,Chokri Kooli,Kheled M. A. Alqasa,Jehad Afaneh, Eslam Ahmed Fathy, Amr Mohamed Fouad andSameh Fayyad	Elshaer, I. A., Azazz, A. M. S., Kooli, C., Alqasa, K. M. A., Afaneh, J., Fathy, E. A., Fouad, A. M., & Fayyad, S. (2024). Resilience for Sustainability: The Synergistic Role of Green Human Resources Management, Circular Economy, and Green Organizational Culture in the Hotel Industry. Administrative Sciences, 14(11), 297. https://www.mdpi.com/2076-3387/14/11/297	https://www.mdpi.com/2076-3387/14/11/297	https://doi.org/10.3390/admsci14110297	International
81	Hotel Management	Amr Mohamed Fouad	Lecturer	2024	Building Digital Trust and Rapport in the Tourism Industry: A Bibliometric Analysis and Detailed Overview	Information	Q2	In the rapidly changing environment of the tourism business, building digital trust and rapport has appeared as a critical factor for sustaining profitable customer relationships and confirming long-term business survival. This study aims to provide a comprehensive overview of the research landscape with respect to digital trust and rapport establishment within the tourism context using techniques for bibliometric analysis in conjunction with visualization. This research paper explores publication trends, identifies key journals and authors, and determines the most productive countries, academic institutions, and primary research keywords. It involves analyzing publications from the Scopus database focusing on the duration between 2014 and 2023. The findings show that the digital trust and rapport-building literature expands its importance within the tourism industry due to factors such as competition pressure, customers' high expectations, the incorporation of technology, and, most recently, the occurrence of pandemics like the COVID-19 pandemic. The US, in particular, can be identified as the most productive country in this research area. The International Journal of Contemporary Hospitality Management and the International Journal of Hospitality Management appear to be popular scientific publications on this topic. They present the following main research themes: customer engagement, employee conduct, and technology in the construction of trust. This study also underscores the practical role of the findings in successful endeavors within the field, detailing how cultural sensitivity, technological incorporation, and accessibility in service provision would contribute to building digital trust with international customers. Potential future research directions are proposed to advance the understanding of culture, technology, the effects of crises, and the application of other research methods.	Ibrahim A. Elshaer, Mansour Alyahya ,Alaa M. S. Azazz, Mohamed Ali Shabeeb Ali, Eslam Ahmed Fathy, Amr Mohamed Fouad, Shimaa Abo Elsoad Mohamed Soliman and Sameh Fayyad	Elsaer, I. A., Alyahya, M., Azazz, A. M. S., Ali, M. A. S., Fathy, E. A., Fouad, A. M., Soliman, S. A., E. M., & Fayyad, S. (2024). Building Digital Trust and Rapport in the Tourism Industry: A Bibliometric Analysis and Detailed Overview. Information, 15(10), 598. https://doi.org/10.3390/info15100598	https://www.mdpi.com/2078-2489/15/10/598	https://doi.org/10.3390/info15100598	International

82	Hotel Management	Amr Mohamed Fouad	Lecturer	2024	Generative AI insights in tourism and hospitality: A comprehensive review and strategic research roadmap	Tourism and Hospitality Research	Q1	This study used bibliometric analysis and a systematic literature review (SLR) to examine how the tourism and hospitality industries use generative artificial intelligence (GAI), identifying developed patterns, theoretical frameworks, strengths and limitations, and future research challenges. We conducted a systematic review using the Scopus database, adhering to PRISMA principles. We analyzed a sample of 25 articles published between 2019 and 2023 through narrative synthesis and bibliometric analysis using the VOSviewer software, a tool for visualizing network analysis. The USA, China, India, and Saudi Arabia are the major countries engaged in GAI research in tourism and hospitality. Significant research topics emphasize decision-making, chatbots, deep learning, and sentiment analysis, mainly through the Technology Acceptance Model (TAM), Stimulus-Organism-Response (S-O-R), and Human-Computer Interaction (HCI) frameworks. GAI applications demonstrate strength in improving user experience and operational efficiency, though gaps exist in scope, ethics, technology performance, and collaboration between humans and AI. This study, therefore, provides a fundamental foundation for understanding the current status of GAI research in tourism and hospitality by pointing out some trends and areas that require further investigation to ensure the responsible and effective integration of AI within the industry.	Amr Mohamed Fouad, Islam Elbayoumi Salem, and Eslam Ahmed Fathy	Fouad, A. M., Salem, I. E., & Fathy, E. A. (2024). Generative AI insights in tourism and hospitality: A comprehensive review and strategic research roadmap. Tourism and Hospitality Research, 0(0). https://doi.org/10.1177/14673584241293125	https://journals.sagepub.com/doi/full/10.1177/14673584241293125	https://doi.org/10.1177/14673584241293125	International
83	Hotel Management	Amr Mohamed Fouad	Lecturer	2025	From Data to Delight: Leveraging Social Customer Relationship Management to Elevate Customer Satisfaction and Market Effectiveness	Information	Q2	The current study aims to investigate ways through which the data on social customer relationship management (SCRM) enhance customer satisfaction (CS) as well as market effectiveness (ME) in the hotel industry. Moreover, it examines the mediator role of customer involvement using social media data (CIUSM). The moderating role of customer information processing capability (CIPC) between social customer relationship management (SCRM) and customer involvement using social media (CIUSM) was examined. Therefore, following the suggestions from Dominant (S-D) Logic, Social Exchange Theory (SET) and Dynamic Capabilities Theory (DCT), this research explores the role of SCRM in co-creation and organizational performance through the social media data of customers. Using PLS-SEM through SmartPLS, data from 389 participants were analyzed. The findings proved that SCRM directly improves both customer satisfaction and the effectiveness of the market due to the indirect effect of CIUSM data as a mediator among them. Also, it showed that SCRM improves directly CIUSM. Moreover, it proved the direct effect of CIUSM on customer satisfaction and market effectiveness. Moreover, CIPC, as a moderator, enhances SCRM impacts by demonstrating how hotels leverage data from social media activity as a competitive advantage. Based on the findings of this study, the three integrated theories provide a single framework to delve deeply into the intricate association between social media customer involvement to enhance hotel performance. Also, it ensures that hospitality managers engage customers, continuously respond to their needs and requirements, and embrace efficient data processing to deploy SCRM	Ibrahim A. Elshaer, Alaa M. S. Azazz, Sameh Fayyad, Shaimaa A. Mohamed, Amr Mohamed Fouad and Eslam Ahmed Fathy	Elshaer, I. A., Azazz, A. M. S., Fayyad, S., Mohamed, S. A., Fouad, A. M., & Fathy, E. A. (2025). From Data to Delight: Leveraging Social Customer Relationship Management to Elevate Customer Satisfaction and Market Effectiveness. Information, 16(1), 9. https://doi.org/10.3390/info1601009	https://www.researchgate.net/profile/Elsheer-I-A-Azazz-A-M-S-Fayyad-S-Mohamed-S-A-Fouad-A-M-&Fathy-E-A/publication/387645897_From_Data_to_Delight_Leveraging_Social_Customer_Relationship_Management_to_Elevate-	https://doi.org/10.3390/info1601009	International
84	Hotel Management	Amr Mohamed Fouad	Lecturer	2024	Navigating The Path to Sustainability and Overcoming Environmental Barriers in the Egyptian Hotel Industry	Book chapter: Sustainable Waste Management in the Tourism and Hospitality Sectors	Scopus	This chapter presents the specific environmental practices of Egyptian hotels and identifies potential barriers to implementing sustainable initiatives. The aim was to gain a holistic perspective on the factors affecting hotel environmental sustainability practices rather than merely discussing ecological problems. The analysis was based on qualitative data from 42 semi-structured interviews with top management from a sample of four- and five-star hotels in Egypt. The chapter reveals seven internal barriers: staff capabilities, physical limitations, the attitudes of top management, cost concerns, access to resources, owner attitudes, and day-to-day activities. External factors include government regulations, incentives, and guest attitudes. This chapter also examines the theoretical implications and discusses how future research might address environmental challenges in hotels.	Eslam Ahmed Fathy, Amr Mohamed Fouad, Abdallah Mohamed Kahly	Fathy, Eslam Ahmed, et al. "Navigating The Path to Sustainability and Overcoming Environmental Barriers in the Egyptian Hotel Industry." Sustainable Waste Management in the Tourism and Hospitality Sectors.	https://www.igi-global.com/chart/er/navgating-the-path-to-sustainability-and-overcoming-environmental-barriers-in-the-egyptian-hotel-industry/362923	https://doi.org/10.4018/979-8-3693-6110-8.ch009	International
85	Hotel Management	Eslam Ahmed Fathy	Associate Professor	2024	Resilience for Sustainability: The Synergistic Role of Green Human Resources Management, Circular Economy, and Green Organizational Culture in the Hotel Industry	Administrative Sciences	Q2	This research explores the extent to which Green Human Resource Management (GHRM) practices in the Egyptian hotel sector contribute to the adoption of Circular Economy (CE) practices and, eventually, organizational resilience. Using a sample of 402 employees from green-certified Egyptian hotels, the current study applied Partial Least Squares Structural Equation Modeling (PLS-SEM) on the data collected. The results show the positive effect of GHRM on the adoption of a circular economy that significantly enhances both internal and external organizational resilience. In addition, high Green Organizational Culture (GOC) strengthens the positive relationship of GHRM with the adoption of a circular economy. From this work, some empirical evidence is provided to show that circular economy practices can play a partial mediating role between GHRM and organizational resilience. These findings also present valuable insights for hotel managers and policymakers on how to achieve sustainability and resilience by means of integrated GHRM and circular economy strategies.					

86	Hotel Management	Eslam Ahmed Fathy	Associate Professor	2024	Building Digital Trust and Rapport in the Tourism Industry: A Bibliometric Analysis and Detailed Overview	Information	Q2	In the rapidly changing environment of the tourism business, building digital trust and rapport has appeared as a critical factor for sustaining profitable customer relationships and confirming long-term business survival. This study aims to provide a comprehensive overview of the research landscape with respect to digital trust and rapport establishment within the tourism context using techniques for bibliometric analysis in conjunction with visualization. This research paper explores publication trends, identifies key journals and authors, and determines the most productive countries, academic institutions, and primary research keywords. It involves analyzing publications from the Scopus database focusing on the duration between 2014 and 2023. The findings show that the digital trust and rapport-building literature expands its importance within the tourism industry due to factors such as competition pressure; customers' high expectations; the incorporation of technology; and, most recently, the occurrence of pandemics like the COVID-19 pandemic. The US, in particular, can be identified as the most productive country in this research area. The International Journal of Contemporary Hospitality Management and the International Journal of Hospitality Management appear to be popular scientific publications on this topic. They present the following main research themes: customer engagement, employee conduct, and technology in the construction of trust. This study also underscores the practical role of the findings in successful endeavors within the field, detailing how cultural sensitivity, technological incorporation, and accessibility in service provision would contribute to building digital trust with international customers. Potential future research directions are proposed to advance the understanding of culture, technology, the effects of crises, and the application of other research methods.				
87	Hotel Management	Eslam Ahmed Fathy	Associate Professor	2024	Generative AI insights in tourism and hospitality: A comprehensive review and strategic research roadmap	Tourism and Hospitality Research	Q1	This study used bibliometric analysis and a systematic literature review (SLR) to examine how the tourism and hospitality industries use generative artificial intelligence (GAI), identifying developed patterns, theoretical frameworks, strengths and limitations, and future research challenges. We conducted a systematic review using the Scopus database, adhering to PRISMA principles. We analyzed a sample of 25 articles published between 2019 and 2023 through narrative synthesis and bibliometric analysis using the VOSviewer software, a tool for visualizing network analysis. The USA, China, India, and Saudi Arabia are the major countries engaged in GAI research in tourism and hospitality. Significant research topics emphasize decision-making, chatbots, deep learning, and sentiment analysis, mainly through the Technology Acceptance Model (TAM), Stimulus-Organism-Response (S-O-R), and Human-Computer Interaction (HCI) frameworks. GAI applications demonstrate strength in improving user experience and operational efficiency, though gaps exist in scope, ethics, technology performance, and collaboration between humans and AI. This study, therefore, provides a fundamental foundation for understanding the current status of GAI research in tourism and hospitality by pointing out some trends and areas that require further investigation to ensure the responsible and effective integration of AI within the industry.				international
88	Hotel Management	Eslam Ahmed Fathy	Associate Professor	2025	From Data to Delight: Leveraging Social Customer Relationship Management to Elevate Customer Satisfaction and Market Effectiveness	Information	Q2	The current study aims to investigate ways through which the data on social customer relationship management (SCRM) enhance customer satisfaction (CS) as well as market effectiveness (ME) in the hotel industry. Moreover, it examines the mediator role of customer involvement using social media data (CIUSM). The moderating role of customer information processing capability (CIPC) between social customer relationship management (SCRM) and customer involvement using social media (CIUSM) was examined. Therefore, following the suggestions from Dominant (S-D) Logic, Social Exchange Theory (SET), and Dynamic Capabilities Theory (DCT), this research explores the role of SCRM in co-creation and organizational performance through the social media data of customers. Using PLS-SEM through SmartPLS, data from 389 participants were analyzed. The findings proved that SCRM directly improves both customer satisfaction and the effectiveness of the market due to the indirect effect of CIUSM data as a mediator among them. Also, it showed that SCRM improves directly CIUSM. Moreover, it proved the direct effect of CIUSM on customer satisfaction and market effectiveness. Moreover, CIPC, as a moderator, enhances SCRM impacts by demonstrating how hotels leverage data from social media activity as a competitive advantage. Based on the findings of this study, the three integrated theories provide a single framework to delve deeply into the intricate association between social media customer involvement to enhance hotel performance. Also, it ensures that hospitality managers engage customers, continuously respond to their needs and requirements, and embrace efficient data processing to deploy SCRM effectively.				international
89	Hotel Management	Eslam Ahmed Fathy	Associate Professor	2024	Navigating The Path to Sustainability and Overcoming Environmental Barriers in the Egyptian Hotel Industry	Book chapter: Sustainable Waste Management in the Tourism and Hospitality Sectors	Scopus	This chapter presents the specific environmental practices of Egyptian hotels and identifies potential barriers to implementing sustainable initiatives. The aim was to gain a holistic perspective on the factors affecting hotel environmental sustainability practices rather than merely discussing ecological problems. The analysis was based on qualitative data from 42 semi-structured interviews with top management from a sample of four- and five-star hotels in Egypt. The chapter reveals seven internal barriers: staff capabilities, physical limitations, the attitudes of top management, cost concerns, access to resources, owner attitudes, and day-to-day activities. External factors include government regulations, incentives, and guest attitudes. This chapter also examines the theoretical implications and discusses how future research might address environmental challenges in hospitality.				international

90	Hotel Management	Eslam Ahmed Fathy	Associate Professor	2024	From plate to post: how foodstagramming enriches tourist satisfaction and creates memorable experiences in culinary tourism.	Current Issues in Tourism	Q1	The study explores how dining environment attributes affect foodstagramming engagement, the impact of foodstagramming on tourists' satisfaction, and the formation of memorable experiences. A total of 627 valid questionnaires were analysed employing SEM-PLS Warp8 to evaluate the proposed model. The study's findings demonstrate that the dining environment significantly influences the behaviour of tourists. This behaviour partially mediates the interaction between the dining environment, tourists' satisfaction, and memorable culinary experiences. Additionally, it demonstrated that the overall culinary experiences of memorable tourists act as a mediator between the phenomenon of foodstagramming and the satisfaction of tourists. The research concludes by providing theoretical and practical implications, as well as suggestions for future research directions. This study integrates the theories of social cognitive, self-presentation, uses and gratifications theory, and nostalgia and memory to interpret the fascinating complex foodstagramming phenomenon. Restaurant managers should invest in the training of chefs to create visually stunning dishes and enhance the dining environment to encourage foodstagramming behaviour.	Eslam Ahmed Fathy, Islam Elbayoumi Salem ,Heba Abdel Kerim Youssef Zidan & Mohamed Kamal Abdien	https://www.tandfonline.com/doi/abs/10.1080/13683500.2024.2405625	https://doi.org/10.1080/13683500.2024.2405625	international
91	Hotel Management	Eslam Ahmed Fathy	Associate Professor	2025	From Authenticity to Sustainability: The Role of Authentic Cultural and Consumer Knowledge in Shaping Green Consumerism and Behavioral Intention to Gastronomy in Heritage Restaurants in Hail, Saudi Arabia	Sustainability	1	The present study investigates the association between perceived authenticity (PAU), GCON, and behavioral intention within heritage restaurants in Hail, Saudi Arabia. By integrating cognitive appraisal theory (CAT) and the Stimulus-Organism-Response (SOR) framework, this research explores how authenticity perceptions influence both cultural and gastronomic experiences and contribute to sustainable consumption behavior. Also, it investigates the moderating role of consumer knowledge (CKNOW) in enhancing GCON and its subsequent impact on the behavioral intention (BINT) to dine at heritage restaurants. Employing a mixed-methods approach, this study first conducted a content analysis on online reviews to identify key attributes that shape authenticity perceptions. Subsequently, Smart PLS software was employed to conduct an analysis of 417 valid customers of heritage restaurants in Hail. The current study aims to investigate the customers of heritage restaurants in Hail, Saudi Arabia. The current findings showed that students formed a significant market share of heritage restaurants in Hail, Saudi Arabia. The findings confirm that perceived authenticity significantly enhances consumers' cultural and gastronomic experiences, which in turn fosters GCON and strengthens the behavioral intention to visit authentic restaurants. Furthermore, GCON mediates the association between authenticity, cultural experiences, and purchase intention. Consumer knowledge further moderates this relationship, amplifying the positive effect of GCON on behavioral intention. This study contributes to the growing literature on sustainable gastronomy tourism by demonstrating the crucial interplay between authenticity, sustainability, and consumer knowledge in the heritage restaurant sector. It also offers practical recommendations for restaurant managers, policymakers, and tourism marketers to enhance the authentic dining experience while promoting environmentally responsible behavior. By fostering an awareness of cultural and environmental values, heritage restaurants can serve a critical role in advancing sustainable tourism development in Hail and beyond.	Amany A. M. Bakr , Ehab Rabee Ali, Saad Sulaiman Aljurayyad, Eslam Ahmed Fathy, and Amr Mohamed Fouad	https://www.mdpi.com/2071-1050/17/8/3530	https://www.mdpi.com/2071-1050/17/8/3530	International
92	Hotel Management	Eslam Ahmed Fathy	Associate Professor	2025	From Asymmetry to Satisfaction: The Dynamic Role of Perceived Value and Trust to Boost Customer Satisfaction in the Tourism Industry	Tourism and Hospitality	1	The study investigates how information asymmetry affects customer satisfaction in the tourism industry by examining trust and perceived value as mediating factors. The research implements an integrated model to test and prove information asymmetry's direct and mediating effects on customer satisfaction by examining the literature gap. The research used a quantitative approach based on opinion polls distributed to 408 customers of hotels, tourism companies, and travel agencies who were in Egypt. SmartPLS 3 software implemented the data analysis process using partial least squares structural equation modeling (PLS-SEM). Previous studies have developed scales to measure information asymmetry and its related constructs, including customer trust, perceived value, and customer satisfaction. Multiple tests showed that the measurement tools possess both reliability and validity. Results strongly support all hypotheses: information asymmetry demonstrated significant direct negative effects on customer satisfaction ($\beta = -0.187$), trust ($\beta = -0.520$), and perceived value ($\beta = -0.453$). Conversely, customer satisfaction received significant positive direct effects from both trust ($\beta = 0.273$) and perceived value ($\beta = 0.263$). Importantly, trust (indirect effect $\beta = -0.142$) and perceived value (indirect effect $\beta = -0.119$) acted as powerful mediators, confirming that information asymmetry diminishes satisfaction largely by eroding these crucial factors. Crucially, the results demonstrate that the negative impact of information asymmetry on customer satisfaction is significantly mediated jointly through two parallel pathways: the erosion of customer trust and the impairment of perceived value. The research adds theoretical support to information asymmetry theory with its findings while also extending trust theory, perceived value theory, and expectancy disconfirmation theory in the field of e-commerce. E-commerce entities must establish clear communication to gain customer trust and create perceived value that helps compensate for information asymmetry to create enhanced customer loyalty and superior market position.	Ibrahim A. Eishaer ,Alaa M. S. Azazz ,Sameh Fayyad ,Abdulaziz Aljoghaiman ,Eslam Ahmed Fathy and Amr Mohamed Fouad	https://www.mdpi.com/2673-5768/6/2/68	https://doi.org/10.3390/tourhosp6020068	International

93	Hotel Management	Eslam Ahmed Fathy	Associate Professor	2025	Consumer Boycotts and Fast-Food Chains: Economic Consequences and Reputational Damage	Societies	2	The increasing avoidance of international fast-food chains is a widespread phenomenon influenced by economic, social, and political factors. This study examines the risks and implications of restaurant boycotts, focusing on their role in social justice movements and economic shifts. The authors employed the qualitative approach; using an exploratory case study and a critical discourse analysis, we investigated consumer motivations for avoidance, the financial and reputational risks businesses face, and how corporate responses shape brand perception. By integrating political consumerism and social justice theory, we provide a comprehensive framework for understanding the psychological, ethical, and economic drivers of boycotts. The findings highlight that boycott behavior significantly impacted declining sales and profits for McDonald's and Starbucks and forced the closure of outlets, as well as leading to the loss of consumer trust and long-term brand loyalty. Thus, it forced companies to create strategies for protecting their reputation. Consumer activism, which draws from social justice and ethical consumerism, demonstrates its capability to affect corporate policy choices and business practices in sensitive political situations to fight injustices. This research offers valuable insights for business leaders navigating consumer activism, emphasizing the need for proactive corporate responsibility strategies to mitigate the risks of reputational damage and declining consumer trust.	brahim A Elshaer, Alaa MS Azazz, Sameh Fayyad, Chokri Kooli, Amr Mohamed Fouad, Amira Hamdy, Eslam Ahmed Fathy	Eishaer, I. A., Azazz, A. M. S., Fayyad, S., Kooli, C., Fouad, A. M., Hamdy, A., & Fathy, E. A. (2025). Consumer boycotts and fast-food chains: Economic consequences and reputational damage. <i>Societies</i> , 15(5), 114. https://doi.org/10.3390/soc15050114 .	https://www.mdpi.com/2025-4698/15/5/114	https://doi.org/10.3390/soc15050114	International
94	Hotel Management	Abdallah Mohamed	Teaching Assistant	2024	Navigating The Path to Sustainability and Overcoming Environmental Barriers in the Egyptian Hotel Industry	Book chapter: Sustainable Waste Management in the Tourism and Hospitality Sectors	Scopus - IGI	This chapter presents the specific environmental practices of Egyptian hotels and identifies potential barriers to implementing sustainable initiatives. The aim was to gain a holistic perspective on the factors affecting hotel environmental sustainability practices rather than merely discussing ecological problems. The analysis was based on qualitative data from 42 semi-structured interviews with top management from a sample of four- and five-star hotels in Egypt. The chapter reveals seven internal barriers: staff capabilities, physical limitations, the attitudes of top management, cost concerns, access to resources, owner attitudes, and day-to-day activities. External factors include government regulations, incentives, and guest attitudes. This chapter also examines the theoretical implications and discusses how future research might address environmental challenges in hospitality.					international
95	Tourism	Ghada Bassiony	Associate Professor	2025	Antecedents and Consequences of Customer Brand Identification	Pharos International Journal of Tourism and Hospitality	Local 7	This study expands the understanding of social exchange theory towards more perceiving of customer motives towards participation behaviour. However, experienced hotel and travel agency management gives their customers the idiosyncratic chance to involve themselves in making their own service. Such an opportunity creates a competitive advantage for their enterprise and maintains loyalty from their customers' side. The objectives of this study are to investigate the impact of product and technology-based service innovativeness on customer brand identification, assess the effect of experiential and promotional innovativeness on customer brand identification and explore the moderating role of customer brand identification in shaping customer participation behavior. By investigating 353 hotel and travel agency customers in travel agencies category A and five-star hotels in Egypt. The results proved that hotel and travel agency innovativeness significantly impacts customer brand identification which influences customer participation behavior. However, the study findings enriched the sector practitioners with recommendations and suggestions to strengthen brand identification customer loyalty and participation behavior dramatically. The study examines tourism sector innovation concepts by integrating theories on innovativeness management and brand identity. It seeks to enhance brand identity research and fill the gap in innovation acceptance literature.					
96	Hotel Management	Ahmed Magdy	Lecturer	2025	Beyond reality: Harnessing the metaverse for transformative education through UTAUT-2 and task-technology synergy.	The International Journal of Management Education	Q1	The study investigates the impact of adopting metaverse technology for learning activities on university students' behavioral intentions (BI). The results of a combined model of UTAUT-2 and TTF were tested for the moderating role of TTF in such relationships. A positive, significant relationship exists between Metaverse adoption factors and BI as tested using the PLS-SEM analysis of data collected from 326 university business students in Oman. This affects students' belief that adopting metaverse technology would augment their abilities and chances of achieving learning objectives. It was also evident that TTF moderated the association between the constructs of Metaverse adoption and BI. The study, therefore, sought to advance understanding through integration and by developing a broader framework combining different perspectives on technology adoption, learning outcomes, and behavioral intentions.	Aideed, A., Salem, I. E., Magdy, A., AlAmri, T. K., Alzubaidi, A. S., & Elbaz, A. M., (2025). Beyond reality: Harnessing the metaverse for transformative education through UTAUT-2 and task-technology synergy. <i>The International Journal of Management Education</i> , 23(2), 101-169. https://doi.org/10.1016/j.ijme.2025.101169				

97	Hotel Management	Ahmed Magdy	Lecturer	2025	Eco-wise travels: cultivating regenerative tourism through eco-literacy, net-zero commitment and pro-environment attitudes	Tourism Review	Q1	This study aims to investigate the interaction of eco-literacy, pro-environmental behavior and net-zero commitment in developing destination-focused intentions toward regenerative tourism. This paper seeks to address key gaps in the existing literature on regenerative tourism and attempts to present a more vital understanding of how individual-level variables, such as pro-environmental attitude, are likely to mediate the relationship between eco-literacy and intentions toward regenerative tourism. This study accordingly highlights the significance of these factors for developing regenerative tourism as a strategic key in destination management.	Salem, I.E., Elbaz, A.M., Omeish, F., Essam, E. and Magdy, A. (2025). "Eco-wise travels: cultivating regenerative tourism through eco-literacy, net-zero commitment, and pro-environment attitudes". Tourism Review, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/8TR-10-2024-0957			
98	Hotel Management	Ahmed Magdy	Lecturer	2025	Exploring the social transmission of cyberloafing at hotels via sanction certainty	Tourism and Hospitality Research	Q1	This study leverages the transactional theory of stress to examine the social transmission of cyberloafing within the workplace, specifically in the context of five-star luxury hotels in Egypt. A key focus is placed on how coworkers' cyberloafing behaviors influence employees' own cyberloafing, mediated by perceptions of formal and informal sanction certainty. Unlike prior studies that have primarily explored cyberloafing as an individual act, this research introduces a novel perspective by investigating it as a socially influenced behavior, highlighting the interplay between coworker behaviors, sanction perceptions, and employee responses. The luxury hospitality sector in Egypt offers a unique and significant context, as it combines a high-pressure work environment with the widespread adoption of advanced technologies, creating both opportunities and challenges for managing employee behavior. Using partial least squares structural equation modeling (PLS-SEM), data from 525 employees reveal that coworkers' cyberloafing positively affects employees' cyberloafing and diminishes their perceived certainty of both formal and informal sanctions. Formal sanctions refer to official organizational rules, policies, or penalties, while informal sanctions involve peer pressure, social norms, and unwritten expectations within the workplace. The study finds that as employees observe more cyberloafing behaviors among their coworkers, their perception of the certainty of formal sanctions (e.g., fines or disciplinary actions) decreases, which in turn reduces the certainty of informal sanctions (e.g., peer disapproval or social ostracism). This sequential decrease in the certainty of both types of sanctions encourages employees to engage in cyberloafing. The study uncovers the cascading effects of coworker behaviors and the relationship between formal and informal sanctions in influencing cyberloafing.	Magdy, A., & Hassan, H. (2025). Exploring the social transmission of cyberloafing at hotels via sanction certainty. <i>Tourism and Hospitality Research</i> , 0(0). https://doi.org/10.1177/14673584251338466			
99	Hotel Management	Amr Mohamed Fouad	Lecturer	2025	From Authenticity to Sustainability: The Role of Authentic Cultural and Consumer Knowledge in Shaping Green Consumerism and Behavioral Intention to Gastronomy in Heritage Restaurants in Hail, Saudi Arabia	Sustainability	1	The present study investigates the association between perceived authenticity (PAU), GCON, and behavioral intention within heritage restaurants in Hail, Saudi Arabia. By integrating cognitive appraisal theory (CAT) and the Stimulus-Organism-Response (SOR) framework, this research explores how authenticity perceptions influence both cultural and gastronomic experiences and contribute to sustainable consumption behavior. Also, it investigates the moderating role of consumer knowledge (KKNOW) in enhancing GCON and its subsequent impact on the behavioral intention (BINT) to dine at heritage restaurants. Employing a mixed-methods approach, this study first conducted a content analysis on online reviews to identify key attributes that shape authenticity perceptions. Subsequently, Smart PLS software was employed to conduct an analysis of 417 valid customers of heritage restaurants in Hail. The current study aims to investigate the customers of heritage restaurants in Hail, Saudi Arabia. The current findings showed that students formed a significant market share of heritage restaurants in Hail, Saudi Arabia. The findings confirm that perceived authenticity significantly enhances consumers' cultural and gastronomic experiences, which in turn fosters GCON and strengthens the behavioral intention to visit authentic restaurants. Furthermore, GCON mediates the association between authenticity, cultural experiences, and purchase intention. Consumer knowledge further moderates this relationship, amplifying the positive effect of GCON on behavioral intention. This study contributes to the growing literature on sustainable gastronomy tourism by demonstrating the crucial interplay between authenticity, sustainability, and consumer knowledge in the heritage restaurant sector. It also offers practical recommendations for restaurant managers, policymakers, and tourism marketers to enhance the authentic dining experience while promoting environmentally responsible behavior. By fostering an awareness of cultural and environmental values, heritage restaurants can serve a critical role in advancing sustainable tourism development in Hail and beyond.	Amr A. M. Bakr , Ehab Rabee Ali ,Saad Sulaiman Aljurayyad, Eslam Ahmed Fathy, andAmr Mohamed Fouad Bakr, A. A. M., Ali, E. R., Aljurayyad, S. S., Fathy, E. A., & Fouad, A. M. (2025). From authenticity to sustainability: The role of authentic cultural and consumer knowledge in shaping green consumerism and behavioral intention to gastronomy in heritage restaurants in Hail, Saudi Arabia. <i>Sustainability</i> , 17(8), 3530. https://doi.org/10.3390/su17083530 .	https://www.mdpi.com/2071-1050/17/8/3530	https://www.mdpi.com/2071-1050/17/8/3530	International

100	Hotel Management	Amr Mohamed Fouad	Lecturer	2025	From Asymmetry to Satisfaction: The Dynamic Role of Perceived Value and Trust to Boost Customer Satisfaction in the Tourism Industry	Tourism and Hospitality	1	The study investigates how information asymmetry affects customer satisfaction in the tourism industry by examining trust and perceived value as mediating factors. The research implements an integrated model to test and prove information asymmetry's direct and mediating effects on customer satisfaction by examining the literature gap. The research used a quantitative approach based on opinion polls distributed to 408 customers of hotels, tourism companies, and travel agencies who were in Egypt. SmartPLS 3 software implemented the data analysis process using partial least squares structural equation modeling (PLS-SEM). Previous studies have developed scales to measure information asymmetry and its related constructs, including customer trust, perceived value, and customer satisfaction. Multiple tests showed that the measurement tools possess both reliability and validity. Results strongly support all hypotheses: information asymmetry demonstrated significant direct negative effects on customer satisfaction ($\beta = -0.187$), trust ($\beta = -0.520$), and perceived value ($\beta = -0.453$). Conversely, customer satisfaction received significant positive direct effects from both trust ($\beta = 0.273$) and perceived value ($\beta = 0.263$). Importantly, trust (indirect effect $\beta = -0.142$) and perceived value (indirect effect $\beta = -0.119$) acted as powerful mediators, confirming that information asymmetry diminishes satisfaction largely by eroding these crucial factors. Crucially, the results demonstrate that the negative impact of information asymmetry on customer satisfaction is significantly mediated jointly through two parallel pathways: the erosion of customer trust and the impairment of perceived value. The research adds theoretical support to information asymmetry theory with its findings while also extending trust theory, perceived value theory, and expectancy disconfirmation theory in the field of e-commerce. E-commerce entities must establish clear communication to gain customer trust and create perceived value that helps compensate for information asymmetry to create enhanced customer loyalty and superior market position.	Ibrahim A. Elshaer ,Alaa M. S. Azazz ,Sameh Fayyad ,Abdulaziz Aljoghaiman ,Eslam Ahmed Fathy and Amr Mohamed Fouad	Elshaer, I. A., Azazz, A. M. S., Fayyad, S., Aljoghaiman, A., Fathy, E. A., & Fouad, A. M. (2025). From asymmetry to satisfaction: The dynamic role of perceived value and trust to boost customer satisfaction in the tourism industry. Tourism and Hospitality, 6(2), 68. https://doi.org/10.3390/tourhosp602068	https://www.mdpi.com/2673-5768/6/2/68	https://doi.org/10.3390/tourhosp602068	International
101	Hotel Management	Amr Mohamed Fouad	Lecturer	2025	Consumer Boycotts and Fast-Food Chains: Economic Consequences and Reputational Damage	Societies	2	The increasing avoidance of international fast-food chains is a widespread phenomenon influenced by economic, social, and political factors. This study examines the risks and implications of restaurant boycotts, focusing on their role in social justice movements and economic shifts. The authors employed the qualitative approach; using an exploratory case study and a critical discourse analysis, we investigated consumer motivations for avoidance, the financial and reputational risks businesses face, and how corporate responses shape brand perception. By integrating political consumerism and social justice theory, we provide a comprehensive framework for understanding the psychological, ethical, and economic drivers of boycotts. The findings highlight that boycott behavior significantly impacted declining sales and profits for McDonald's and Starbucks and forced the closure of outlets, as well as leading to the loss of consumer trust and long-term brand loyalty. Thus, it forced companies to create strategies for protecting their reputation. Consumer activism, which draws from social justice and ethical consumerism, demonstrates its capability to affect corporate policy choices and business practices in sensitive political situations to fight injustices. This research offers valuable insights for business leaders navigating consumer activism, emphasizing the need for proactive corporate responsibility strategies to mitigate the risks of reputational damage and declining consumer trust.	brahim A Elshaer, Alaa MS Azazz, Sameh Fayyad, Chokri Kooli, Amr Mohamed Fouad, Amira Hamdy, Eslam Ahmed Fathy	Elshaer, I. A., Azazz, A. M. S., Fayyad, S., Kooli, C., Fouad, A. M., Hamdy, A., & Fathy, E. A. (2025). Consumer boycotts and fast-food chains: Economic consequences and reputational damage. Societies, 15(5), 114. https://doi.org/10.3390/soc15050114. Rank Q2.	https://www.mdpi.com/2075-4698/15/5/114	https://doi.org/10.3390/soc15050114	International
102	Hotel Management	Hamada Gamal	Lecturer	2025	Exploring the social transmission of cyberloafing at hotels via sanction certainty	Tourism and Hospitality Research	Q1	This study leverages the transactional theory of stress to examine the social transmission of cyberloafing within the workplace, specifically in the context of five-star luxury hotels in Egypt. A key focus is placed on how coworkers' cyberloafing behaviors influence employees' own cyberloafing, mediated by perceptions of formal and informal sanction certainty. Unlike prior studies that have primarily explored cyberloafing as an individual act, this research introduces a novel perspective by investigating it as a socially influenced behavior, highlighting the interplay between coworker behaviors, sanction perceptions, and employee responses. The luxury hospitality sector in Egypt offers a unique and significant context, as it combines a high-pressure work environment with the widespread adoption of advanced technologies, creating both opportunities and challenges for managing employee behavior. Using partial least squares structural equation modeling (PLS-SEM), data from 525 employees reveal that coworkers' cyberloafing positively affects employees' cyberloafing and diminishes their perceived certainty of both formal and informal sanctions. Formal sanctions refer to official organizational rules, policies, or penalties, while informal sanctions involve peer pressure, social norms, and unwritten expectations within the workplace. The study finds that as employees observe more cyberloafing behaviors among their coworkers, their perception of the certainty of formal sanctions (e.g., fines or disciplinary actions) decreases, which in turn reduces the certainty of informal sanctions (e.g., peer disapproval or social ostracism). This sequential decrease in the certainty of both types of sanctions encourages employees to engage in cyberloafing. The study uncovers the cascading effects of coworker behaviors and the relationship between formal and informal sanctions in influencing cyberloafing.	Magdy, A., & Hassan, H. (2025). Exploring the social transmission of cyberloafing at hotels via sanction certainty. Tourism and Hospitality Research, 0(0). https://doi.org/10.1177/14673584251338946				

103	Hotel Management	Hamada Gamal	Lecturer	2025	Building consumer trust in the ChatGPT's era: Insights from the hospitality industry	Tourism and Hospitality Research	Q1	<p>The research integrates the Technology Acceptance Model (TAM) and Social Presence Theory to analyze consumer responses to ChatGPT. This study gathered data from 632 consumers staying at five-star hotels in Egypt's major tourist attractions. The current study employed convenience sampling by relying on the electronic questionnaire approach, where the researchers selected an appropriate sample and the questionnaires were sent via the Internet, which contributed to facilitating the participation process, increasing the chances of their response, and rapid data collection. To test the study hypotheses, structural equation modeling (SEM) was used, which provided a strong statistical analysis to assess the correlations between variables and validate the suggested theoretical framework. Results indicate that ChatGPT's emotional expression accuracy, richness, and personalization significantly enhance consumer interaction. Additionally, its availability and responsiveness foster a sense of emotional companionship, leading to increased emotional dependence and trust among users. The study results also supported that ChatGPT's psychological attributes influence consumer interaction positively. In addition, the study found that ChatGPT's ability to accurately express emotions and enable personalized interactions had a substantial impact on consumer interaction. This research contributes to the understanding of AI's role, such as ChatGPT, in hospitality by identifying key emotional and psychological factors that enhance consumer trust. It provides actionable insights for luxury hotels to effectively integrate AI technologies such as ChatGPT, ultimately improving guest experiences and fostering loyalty. This study aims to examine the consumers' ChatGPT emotional attributes, including emotional</p>	Hassan, H., & Magdy, A. (2025). Building consumer trust in the ChatGPT's era: Insights from the hospitality industry. Tourism and Hospitality Research.	Hassan, H., & Magdy, A. (2025). Building consumer trust in the ChatGPT's era: Insights from the hospitality industry. Tourism and Hospitality Research.	DOI: 10.1177/14673584251343264	international
104	Hotel Management	Hamada Gamal	Lecturer	2024	Foodstagramming unleashed: Examining the role of social media involvement in enhancing the creative food tourism experience	Journal of Tourism and Hospitality Research	Q1	<p>This study examines how social cognition and engagement components influence diners' creative food tourism experiences (CFTE) during their visit, as well as how the CFTE influences their continuous goal of foodstagramming. The survey comprised 783 guests who ate at a local destination restaurants and uploaded images of their experiences. Using PLS-SEM for data analysis, the evidence shows a link between meal experience value and social influences on CFTE. As social cognitive components, food experience value and social influence have been shown to have a favourable and significant effect on CFTE. Furthermore, the study discovered no significant relationship between social media use and CFTE. Besides, cognitive engagement and affective participation had a substantial impact on CFTE. Surprisingly, behavioural engagement had no effect on CFTE. Furthermore, the CFTE significantly and favourably influenced respondents' intentions to continue foodstagramming. Finally, it was discovered that CFTE elements had a significant impact on diners' long-term intentions to foodstagramming. These findings have significant implications for hospitality professionals.</p>	Ahmad Magdy	<p>Magdy, A. and Hassan, H.G. (2024). Foodstagramming unleashed: Examining the role of social media involvement in enhancing the creative food tourism experience. Tourism and Hospitality Research, 0(0). https://doi.org/10.1177/14673584241311295</p>	<p>Magdy, A. and Hassan, H.G. (2024). Foodstagramming unleashed: Examining the role of social media involvement in enhancing the creative food tourism experience. Tourism and Hospitality Research, 0(0). https://doi.org/10.1177/14673584241311295</p>	International
105	Hotel Management	Hamada Gamal	Lecturer	2024	Deciphering consumer behaviours in the innovative hospitality settings	Consumer Behavior in Tourism and Hospitality	Q1	<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. The cross-sectional study methodology may not address causal linkages or developmental difficulties because it only collected data at one point in time. A longer study period is required, and the sample group's breadth is restricted to five-star hotel guests from Egypt's chain-affiliated hotels. This study offers a thorough methodology for assessing how hotel innovation influences consumer brand identification. It also looks at how consumer brand identification affects involvement and switching intentions. The study also investigates the moderating influence of consumer citizenship behaviour in the link between involvement and switching intentions.</p>	Dr Hamada Gamal Hassan	<p>Magdy, A. and Hassan, H.G. (2024). "Deciphering consumer behaviours in the innovative hospitality settings". Consumer Behavior in Tourism and Hospitality, Vol. 19 No. 4, pp. 617-632. https://doi.org/10.1108/CBTH-02-2024-0056</p>	<p>Magdy, A. and Hassan, H.G. (2024). "Deciphering consumer behaviours in the innovative hospitality settings". Consumer Behavior in Tourism and Hospitality, Vol. 19 No. 4, pp. 617-632. https://doi.org/10.1108/CBTH-02-2024-0056</p>	International

106	Tourism	Passent Chahine	Assistant Professor	2024	The Effect of Authenticity towards Cultural Heritage Tourists' Behavioral Intention: Case Study of the Graeco-Roman Museum	Pharos International Journal of Tourism and Hospitality	Local 7	This study explores the impact of perceived authenticity on the behavioral intentions of cultural heritage tourists, using the Graeco-Roman Museum in Alexandria as a case study. The research examines how authenticity influences key outcomes such as tourist satisfaction, perceived value, quality of experience, and emotional responses. A survey of museum visitors in 2024 gathered data, and structural equation modeling (SEM) analyzed the responses.	Assoc. Prof. Ghada Bassiouny and Dr. Passent Chahine	https://piith.journals.ekb.eg/article/383003_ced6e6b69a829af4331b9d3f04cde6e22.pdf	10.21608/piith.2024.322006.1017	Local
107	Hotel Management	Eslam Fathy	Assoc. Prof.	2025	Capturing culinary creativity: how and when foodstagramming boosts chef creativity	Journal of Hospitality and Tourism Insights	Q1	<p>Purpose</p> Grounded in environmental psychology theory (EPT) and self-determination theory (SDT), this study investigates the influence of physical work environments (PWEs) on the benefits of foodstagramming (FSB) – the advantages of sharing food photos on social media – and their subsequent impact on chef creativity (CC). Additionally, the study examines the mediating role of FSB and explores the moderating effects of perceived supervisor support (PSS) and climate for creativity (CFC) within the proposed framework.				
108	Hotel Management	Eslam Fathy	Assoc. Prof.	2025	Boycott or check out? Exploring tourists' decisions regarding 'unethical' hotels through the extended theory of planned behaviour	Tourism Recreation Research	Q1	<p>Findings</p> The findings indicate that PWE significantly influences both CC and FSB, with FSB acting as a mediator in this relationship. Furthermore, PSS moderates the PWE-FSB link, while CFC changes the FSB-CC link.				
109	Hotel Management	Eslam Fathy	Assoc. Prof.	2025	Integrating ChatGPT in tourism and hospitality education: A systematic and bibliometric analysis of research trends, applications, and implications	Tourism and Hospitality Research	Q1	<p>Findings</p> The current study investigates the intricate socio-psychological phenomenon affecting tourists boycotting environmentally unethical hotels by integrating the theory of planned behaviour (TPB) and the legitimacy theory. Furthermore, it examines the effect of ethical idealism (EI)/general legitimacy (GLY) on the theory of planned behaviour (TPB) constructs and turns to its role in boycotting usefulness (BUF) and intention to boycott (BI). Additionally, the study examines the mediating roles of TPB constructs between EI and GLY, on one hand, and BUF and BI on the other. Finally, it analyzes the mediating role of BUF between TPB constructs and BI.				
110	Hotel Management	Amr Mohamed Fouad	Assistant Prof	2025	Capturing culinary creativity: how and when foodstagramming boosts chef creativity	Journal of Hospitality and Tourism Insights	Q1	<p>Purpose</p> Grounded in environmental psychology theory (EPT) and self-determination theory (SDT), this study investigates the influence of physical work environments (PWEs) on the benefits of foodstagramming (FSB) – the advantages of sharing food photos on social media – and their subsequent impact on chef creativity (CC). Additionally, the study examines the mediating role of FSB and explores the moderating effects of perceived supervisor support (PSS) and climate for creativity (CFC) within the proposed framework.				

111	Hotel Management	Amr Mohamed Fouad	Assistant Prof	2025	Boycott or check out? Exploring tourists' decisions regarding 'unethical'hotels through the extended theory of planned behaviour	Tourism Recreation Research	Q1	The current study investigates the intricate socio-psychological phenomenon affecting tourists boycotting environmentally unethical hotels by integrating the theory of planned behaviour TPB and the legitimacy theory. Furthermore, it examines the effect of ethical idealism (EI)/general legitimacy (GLY) on the theory of planned behaviour (TPB) constructs and turns to its role in boycotting usefulness (BUF) and intention to boycott (BI). Additionally, the study examines the mediating roles of TPB constructs between EI and GLY, on one hand, and BUF and BI on the other. Finally, it analyzes the mediating role of BUF between TPB constructs and BI. The quantitative methods were utilized to collect 541 valid questionnaires from international tourists. The finding proved that ethical idealism and general legitimacy have a significant effect on attitudes toward boycotting (ATB) and perceived behavioural control towards					
112	Hotel Management	Amr Mohamed Fouad	Assistant Prof	2025	Integrating ChatGPT in tourism and hospitality education: A systematic and bibliometric analysis of research trends, applications, and implications	Tourism and Hospitality Research	Q1	This study aims to identify the role of ChatGPT in addressing existing gaps and offering new opportunities in tourism and hospitality (T&H) education. In this evolving educational landscape, the study outlines emerging trends, practical applications, and potential avenues for implementing ChatGPT in educational contexts. Relevant research papers were retrieved from online databases indexed by Scopus, and a systematic literature and bibliometric review was conducted, focusing on studies published between 2018 and 2024. To this end, the Scopus database was used, with a focus on articles evaluating the use of ChatGPT in education within the T&H sectors. Following a defined protocol that included specific inclusion and exclusion criteria, 26 relevant studies were selected for final synthesis and analysis. This study emphasizes the positive impacts of ChatGPT in the learning environment, including its adaptability to individual learning needs, its versatility in enhancing digital marketing skills, and its practical utility for role-play and the development of cultural competencies. Challenges identified include concerns related to academic dishonesty, both quantitative and qualitative limitations associated with the technology, and various ethical considerations. This work represents the first systematic literature review on the adoption of ChatGPT in T&H education. It showcases AI-enabled educational practices while highlighting the current lack of ethical guidelines and personalized learning frameworks within the field. The study is limited to English-language articles and excludes grey literature.					
113	Hotel Management	Ahmed Magdy	Assistant Professor	2026	Destination attachment's mediating influence on the link between destination performance and revisit intentions: Insights from a developing country	Tourism and Hospitality Research	Q1	This study investigates how destination performance influences revisit intention through the mediating role of destination attachment among domestic tourists in Alexandria, Egypt. Using a mixed-methods design, the study conducted a thematic analysis of semi-structured interviews with Destination Management Organization (DMO) representatives to identify key factors influencing destination attachment and performance. These insights informed the development of a quantitative model that examined domestic tourists using structural equation modeling. The results demonstrate that destination performance factors—particularly accessibility, activities, and appearance—significantly shape revisit intention both directly and indirectly through attachment. The findings confirm that emotional bonds, such as nostalgia, familiarity, and a sense of belonging, play a pivotal role in transforming performance perceptions into loyalty. The study underscores the importance of strategies that enhance core destination functions while fostering emotional engagement. Practical implications suggest that personalization, cultural storytelling, and targeted experience design can help destination managers strengthen attachment and encourage repeat visitation. This research contributes to the tourism literature by extending the application of attachment theory to a developing-country context and demonstrating its explanatory power within destination performance frameworks.	Tamer Elsayw	Elsawy, T. M., & Magdy, A. (2026). Destination attachment's mediating influence on the link between destination performance and revisit intentions: Insights from a developing country. Tourism and Hospitality Research, 0(0). https://doi.org/10.1177/14673584251414877	Elsawy, T. M., & Magdy, A. (2026). Destination attachment's mediating influence on the link between destination performance and revisit intentions: Insights from a developing country. Tourism and Hospitality Research, 0(0). https://doi.org/10.1177/14673584251414877	International	

114	Hotel Management	Ahmed Magdy	Assistant Professor	2026	The green paradox: when greenwashing erodes trust in sustainable hotels Available to Purchase	International Journal of Contemporary Hospitality Management	Q1	This research aims to address the issue of consumer trust in hotel greenwashing and the aspects of green transparency and green authenticity as offered by green trust theory. There is a need to examine the influence of greenwashing on consumer behaviour to cultivate and retain attitudinal loyalty. This study used partial least squares structural equation modelling to collect data from a sample of 420 customers comprising guests residing in four- and five-star Omani hotels. This study suggests that consumers view greenwashing as an aggravating factor affecting the level of their green trust, even more so where there is no transparency and no such thing as authenticity present. When green transparency and authenticity are present, they act as important moderators that help decrease the negative effect of greenwashing on consumer trust when present at moderate or high levels. Hotel management should re-evaluate its communication approach and develop a comprehensive strategy that effectively communicates all its sustainability projects. This includes providing regular updates and status reports, including the progress made on the activities and awards gained from external sources. For crafting and implementing these strategies into social networking sites, the organisation's website and brochures within their premises are important for ensuring their message gets out and reiterating the hotel's green vision. This study introduces a novel framework by applying green trust theory. This framework presents an elaborate approach to determine the culmination of trust towards luxury hotels based on consumers' thoughts on environmental practices by those hotels.	Islam Elbayoumi Salem, Ahmed Mohamed Elbaz, Hamada Hassan, Mostafa Abdelaziz Elsaqqa	Salem JE, Elbaz AM, Hassan H, Elsaqqa MA, Magdy A (2026). "The green paradox: when greenwashing erodes trust in sustainable hotels". <i>International Journal of Contemporary Hospitality Management</i> . Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/IJCHM-04-2025-0625	Salem JE, Elbaz AM, Hassan H, Elsaqqa MA, Magdy A (2026). "The green paradox: when greenwashing erodes trust in sustainable hotels". <i>International Journal of Contemporary Hospitality Management</i> . Vol. ahead-of-print. https://doi.org/10.1108/IJCHM-04-2025-0625	International
115	Hotel Management	Ahmed Magdy	Assistant Professor	2026	Illuminating the dark side of cyberbullying and harmonizing workplace sustainability in Egyptian hotels	Journal of Hospitality and Tourism Insights	Q1	This study examines the impact of cyberbullying on the psychological well-being and creativity of housekeeping staff in the hospitality industry. Grounded in the general strain theory and conservation of resources theory, the study aims to (1) explore the effect of workplace cyberbullying on employees' psychological well-being, (2) investigate the moderating role of organizational resilience in the relationship between workplace cyberbullying and employees' psychological well-being and (3) analyze the roles of perceived work-related stress and work meaningfulness in the link between psychological well-being and employee creativity. An online survey was conducted, collecting data from 804 housekeeping staff working in five-star hotels in Egypt. The study employed partial least squares structural equation modeling (PLS-SEM) using SmartPLS 4.0 to analyze the data and test the proposed hypotheses. The findings reveal that cyberbullying significantly harms employees' psychological well-being and increases job stress, which in turn negatively affects their creativity. Organizational resilience plays a buffering role by weakening this relationship. However, the mediating role of workplace meaningfulness was not statistically supported. Additionally, perceived work-related stress was identified as a moderator of the relationship between psychological well-being and creativity. While the study is limited by its focus on housekeeping staff in five-star Egyptian hotels, the findings offer practical implications for hotel management, emphasizing the need for organizational resilience and stress management programs to promote employee well-being and creativity. This study contributes to the literature of cyberbullying by integrating the general strain theory and conservation of resources theory. It also aligns with the Sustainable Development Goals (SDGs), particularly SDG 8 (Decent Work and Economic Growth) and SDG 9 (Industry, Innovation and Infrastructure).	Hesham Dar and Mohamed Kamal Abdien	Dar, H., Abdien, M. K., & Magdy, A. (2025). <i>Illuminating the dark side of cyberbullying and harmonizing workplace sustainability in Egyptian hotels</i> . <i>Journal of Hospitality and Tourism Insights</i> . Advance online publication. https://doi.org/10.1108/JHTI-03-2025-0382	Dar, H., Abdien, M. K., & Magdy, A. (2025). <i>Illuminating the dark side of cyberbullying and harmonizing workplace sustainability in Egyptian hotels</i> . <i>Journal of Hospitality and Tourism Insights</i> . Advance online publication. https://doi.org/10.1108/JHTI-03-2025-0383	International
116	Tourism	Amr Abdallah Elmaghaby	Teaching Assistant	2026	The Impact of Digital Detox Tourism Motivations on Tourists' Experience	Journal of the Faculty of Tourism and Hotels- University of Sadat City	Local 7	This study aims to examine the relationship between digital detox tourism (DDT) motivators and tourist experience using a quantitative descriptive approach. Data were collected through a structured questionnaire administered to 451 travelers in Egypt who had participated in or shown interest in DDT. The data were analyzed using SPSS (v.26), employing both descriptive and inferential statistical techniques. The results revealed a statistically significant relationship between DDT motivators and the dimensions of tourist experience, with psychological and environmental-natural motivators exerting the strongest influence on perceptions of safety, novelty, and pleasurable value. Social and activity-based motivators also contributed positively to the tourist experience, although their effects varied across experience dimensions. Overall, the study concludes that stronger motivational drivers lead to richer and more satisfying tourist experiences. The findings highlight the importance of understanding DDT motivators in guiding technology-free travel and provide practical implications for tourism stakeholders in designing customized and meaningful digital detox experiences, while contributing to the growing literature on sustainable and technology-free tourism.	Amr Elmaghaby1, Mohamed Zeidan2, Mahmoud Abdel-Moneim2, Mamam2			Local

117	Tourism	Amr Abdallah Elmaghaby	Teaching Assistant	2026	The Relationship between Technological Disengagement and Tourists' Experience: An Exploratory Study	Journal of the Faculty of Tourism and Hotels- University of Sadat City	Local 7	This study investigates the relationship between technological disengagement and the tourist experience. A quantitative descriptive design was adopted to determine the extent to which disengagement from technology influences tourists' experiences. A structured questionnaire was administered to 451 travelers in Egypt who voluntarily disconnected from digital devices during their trips or expressed interest in such practices. SPSS v.26 was used to analyze the data, employing both descriptive and inferential statistics. The findings revealed a significant association between technological disengagement and multiple dimensions of the tourist experience. Voluntary disconnection enhanced perceptions of authenticity, mindfulness, novelty, and restorative benefits of travel. While the psychological and experiential benefits showed the strongest effects, social and activity-based outcomes also contributed positively but with varying levels of influence across experience dimensions. Overall, the study demonstrates that greater technological disengagement is linked to richer, more memorable, and transformative tourist experiences. These findings expand the theoretical understanding of tourist behavior by introducing technological disengagement as an important antecedent to memorable travel experiences. In practical terms, the results offer valuable guidance for destination managers and tourism providers to design and market technology-free or digital detox packages that respond to the growing	Amr Elmaghaby1, Mahmoud Zeidan2, Mahmoud Abdel-Moneim2, Mahmoud Enam2			Local	
118	Hotel Management	Hamada Hassan	Assistant Professor	2026	The green paradox: when greenwashing erodes trust in sustainable hotels Available to Purchase	International Journal of Contemporary Hospitality Management	Q1	This research aims to address the issue of consumer trust in hotel greenwashing and the aspects of green transparency and green authenticity as offered by green trust theory. There is a need to examine the influence of greenwashing on consumer behaviour to cultivate and retain attitudinal loyalty. This study used partial least squares structural equation modelling to collect data from a sample of 420 customers comprising guests residing in four- and five-star Omani hotels. This study suggests that consumers view greenwashing as an aggravating factor affecting the level of their green trust, even more so where there is no transparency and no such thing as authenticity present. When green transparency and authenticity are present, they act as important moderators that help decrease the negative effect of greenwashing on consumer trust when present at moderate or high levels. Hotel management should re-evaluate its communication approach and develop a comprehensive strategy that effectively communicates all its sustainability projects. This includes providing regular updates and status reports, including the progress made on the activities and awards gained from external sources. For crafting and implementing these strategies into social networking sites, the organisation's website and brochures within their premises are important for ensuring their message gets out and reiterating the hotel's green vision. This study introduces a novel framework by applying green trust theory. This framework presents an elaborate approach to determine the culmination of trust towards	Islam Elbayoumi Salem, Ahmed Salem, Ahmed Magdy, Mostafa Abdelaziz Elsaqqa	Salem JE, Elbaz AM, Hassan H, Elsaqqa MA, Magdy A (2026). "The green paradox: when greenwashing erodes trust in sustainable hotels". International Journal of Contemporary Hospitality Management. Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/IJCHM-04-2025-0625	Salem JE, Elbaz AM, Hassan H, Elsaqqa MA, Magdy A (2026). "The green paradox: when greenwashing erodes trust in sustainable hotels". International Journal of Contemporary Hospitality Management. Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/IJCHM-04-2025-0625	Salem JE, Elbaz AM, Hassan H, Elsaqqa MA, Magdy A (2026). "The green paradox: when greenwashing erodes trust in sustainable hotels". International Journal of Contemporary Hospitality Management. Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/IJCHM-04-2025-0625	International
119	Hotel Management	Hamada Hassan	Assistant Professor	2025	A Systematic Review with Bibliometric Analysis of Food Waste Research in Contemporary Hospitality	Journal of Culinary Science & Technology,	Q1	This study maps patterns, outlets, theories, and directions in hospitality food-waste research from 2002 to March 2023. Drawing on a systematic and bibliometric review of 681 Web of Science articles, we combine performance and thematic analyses to chart trends and structure the field. Cluster analysis reveals five pillars: (1) operational prevention and management in food service; (2) consumer behavior and household waste; (3) resource recovery, including recycling and bioenergy; (4) environmental impact assessment; and (5) sustainable development and policy integration. We propose ten research questions and offer recommendations for consumers, hospitality operators, and policymakers. The synthesis traces the field's evolution and identifies persistent gaps: over-reliance on behavioral models, limited uptake of holistic sustainability frameworks, geographical skew, scarce systematic evaluations of ...	Zakaria Elkhwesky, Alick Rabson Gumbo, Abuelhassan Elshazy Abuelhassan, Hamada Hassan, Fady Fayeiz Youssif Elkhwesky, Younés El Manzani	Elkhwesky, Z., Gumbo, A. R., Abuelhassan, A. E., Hassan, H., Elkhwesky, F. F. Y., & El Manzani, Y. (2025). A Systematic Review with Bibliometric Analysis of Food Waste Research in Contemporary Hospitality. Journal of Culinary Science & Technology, 1-33.	Elkhwesky, Z., Gumbo, A. R., Abuelhassan, A. E., Hassan, H., Elkhwesky, F. F. Y., & El Manzani, Y. (2025). A Systematic Review with Bibliometric Analysis of Food Waste Research in Contemporary Hospitality. Journal of Culinary Science & Technology, 1-33.	International	
120	Hotel Management	Hamada Hassan	Assistant Professor	2026	Navigating hospitality environmental dynamism: How green knowledge and green absorptive capacity drive innovation and competitive advantage?	Tourism and Hospitality Research	Q1	This mixed-methods study looks into how managers understand the concept of sustainability in the case of five-star hotels in Egypt. It does so by combining the results of quantitative surveys conducted among 378 managers with qualitative interviews of 19 participants. The approach is based on the Resource-Based View (RBV) and Dynamic Capabilities Theory (DCT), where the researchers investigate the relationship between green knowledge management and absorptive capacity in the promotion of green innovation and sustainable competitive advantage. This is a gap in the literature for the context of emerging economies. By using PLS-SEM, the researchers find that good management of green knowledge leads to an organization having a greater potential to absorb and apply environmental knowledge.	Hesham Dar1, Ahmed Magdy2, Mohamed Hassan Elmakkawy3 and Hamada Hassan2	DOI: 10.1177/14673584261415629	sagepub.com/journalsPermissions	DOI: 10.1177/14673584261415629	International

121			Assistant Professor	2025	Digital Reunification and Documentation of Dispersed Artifacts from Thonis-Heraclion: A Metadata Case Study of the Amun Gereb Naos and a Framework for Future Storytelling and Virtual Interpretation	Pharos International Journal of Tourism and Hospitality	Local 7	Thonis-Heraclion, a submerged Egyptian port city of major religious and commercial significance, presents unique challenges for archaeological interpretation due to the wide dispersion of its recovered artifacts across museums, warehouses, and storage facilities. This study addresses this problem by proposing an interdisciplinary methodological framework that integrates advanced digital documentation, metadata standards, and narrative-driven storytelling to virtually reunify Amun Gereb Naos. The research applies this framework to selected case studies, with particular focus on the digital documentation and metadata structuring of the Amun-Gereb Naos. Using international standards such as Dublin Core and CIDOC-Conceptual Reference Model (CRM), the study demonstrates how dispersed artifacts can be systematically recorded and semantically interlinked to restore contextual integrity. A framework for narrative and storytelling integration was developed, outlining how thematic stories—such as trade, ritual practice, and daily life—can be constructed from the documented artifacts. While this study does not implement these narratives in a full digital environment, it establishes the theoretical structure through which digital tools could eventually transform fragmented findings into coherent cultural narratives. The findings confirm the feasibility of digitally consolidating dispersed underwater heritage through accessible platforms, illustrated by the creation of the Digital Thonis-Heraclion prototype in Omeka.net. This research highlights both methodological strengths and limitations while outlining future directions in immersive visualization, AI-driven interpretation, and co-curated multi-vocal narratives. Ultimately, the study contributes a transferable model for sustainable digital reunification that advances archaeological scholarship, enhances public accessibility, and strengthens the ethical stewardship of submerged cultural heritage.	N/A		https://nijth.jour.nails.eub.edu/article.php?id=455946_3669_5e2621a92cac9877ac6b64b44faf.pdf	10.21608/nijth.2025.421311.1027	Local
122	Tourism Department	Tamer Elsawy	Associate Professor	2026	Destination attachment's mediating influence on the link between destination performance and revisit intentions: Insights from a developing country	Tourism and Hospitality Research	Q1	This study investigates how destination performance influences revisit intention through the mediating role of destination attachment among domestic tourists in Alexandria, Egypt. Using a mixed-methods design, the study conducted a thematic analysis of semi-structured interviews with Destination Management Organization (DMO) representatives to identify key factors influencing destination attachment and performance. These insights informed the development of a quantitative model that examined domestic tourists using structural equation modeling. The results demonstrate that destination performance factors—particularly accessibility, activities, and appearance—significantly shape revisit intention both directly and indirectly through attachment. The findings confirm that emotional bonds, such as nostalgia, familiarity, and a sense of belonging, play a pivotal role in transforming performance perceptions into loyalty. The study underscores the importance of strategies that enhance core destination functions while fostering emotional engagement. Practical implications suggest that personalization, cultural storytelling, and targeted experience design can help destination managers strengthen attachment and encourage repeat visitation. This research contributes to the tourism literature by extending the application of attachment theory to a developing-country context and demonstrating its explanatory power within destination performance frameworks.	Ahmed Magdy	Elsawy, T. M., & Magdy, A. (2026). Destination attachment's mediating influence on the link between destination performance and revisit intentions: Insights from a developing country. Tourism and Hospitality Research, 0(0). https://doi.org/10.1177/14673584251414877	https://doi.org/10.1177/14673584251414877	International	
123	Tourism Department	Tamer Elsawy	Associate Professor	2026	Beyond TAM: The experiential power of augmented reality in shaping guest loyalty in luxury hotels	Tourism and Hospitality Research	Q1	As augmented reality (AR) transforms service encounters in luxury hospitality, traditional models like the Technology Acceptance Model (TAM) are limited in explaining how immersive technologies influence guest loyalty. This study introduces and tests an integrative framework combining TAM, Service Quality/Satisfaction Theory, and the Stimulus-Organism-Response (SOR) model to explore how AR characteristics—ease of use, innovativeness, and perceived certainties—affect guest satisfaction and intention to repeat stays in five-star hotels. Data from 389 guests in Egypt were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Results show that experiential AR attributes significantly influence satisfaction and loyalty, while perceived usefulness—central to TAM—has no significant effect. Guest satisfaction fully mediates the AR-loyalty relationship, emphasizing the emotional pathway of immersive experiences. This study challenges utilitarian models and advances an experience-driven view of technology engagement. Practical implications highlight the value of intuitive, emotionally resonant AR applications in strengthening guest loyalty and competitive positioning.	Poussy Elgamel Mohamed Salah Ghanem Hany Soliman Ehab Basiouny	Elsawy, T. M., Elgamel, P., Ghanem, M. S., Soliman, H., & Basiouny, E. (2026). Beyond TAM: The experiential power of augmented reality in shaping guest loyalty in luxury hotels. Tourism and Hospitality Research, 0(0). https://doi.org/10.1177/14673584261418144	https://doi.org/10.1177/14673584261418144	International	