



Publications Template

#	Research Title	Field	Abstract	Year of Publication	Publishing Link "URL"
1	Experiential equity in generative AI adoption for tourism: the roles of inclusive design, AI travel-planning literacy, and emotional engagement.	Artificial Intelligence in Tourism	The rapid integration of generative AI (GenAI) into tourism raises concerns about equitable participation in digitally mediated travel. This study examines how inclusive GenAI design influences adoption among marginalized tourists, advancing experiential equity in smart tourism. Grounded in the Stimulus–Organism–Response (SOR) framework, it investigates how usability, personalization, transparency, and accessibility shape cognitive and affective appraisals, with GenAI travel-planning literacy as a moderator, based on structural equation modeling of data from 357 tourists. Findings show inclusive design enhances both cognitive and emotional evaluations, with affective responses more strongly predicting behavioral intention. GenAI travel-planning literacy strengthens the affective pathway specifically: equitable AI participation depends less on comprehension and more on aligning interface inclusivity with users' confidence to act. By integrating inclusive design, digital literacy, and parasocial interaction theories, the study reframes digital inclusion as an affective–cognitive process and positions experiential equity as a foundation for the adoption of human-centered AI in tourism.	2026	https://doi.org/10.1080/10941665.2026.2728715
2	Tourism as polysemous	Destination Management	This study re-examines tourism's meaning by foregrounding tourists' own voices across five culturally distinct national contexts anchored in	2026	https://doi.org/10.1080/20565607.2026.2724172



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	discourse: how tourists make meaning of identity, language, and sustainability across urban destination cultures.		major urban destinations: Egypt, Spain, Azerbaijan, the United States, and New Zealand. Drawing on 75 in-depth interviews analysed through reflexive thematic and linguistic-symbolic coding, findings reveal tourism as a polysemous discourse shaped by identity, language, and sustainability narratives, conceptually positioned against motivation theory, role typologies, and Social Representations Theory. Tourists defined themselves through symbolic role lexemes – ‘traveller’, ‘guest’, ‘pilgrim’ – while multilingual landscapes mediated authenticity and belonging, and sustainability perceptions ranged from trust in eco-certification to scepticism of greenwashing. Cross-case synthesis reveals three cultural constellations associated with hospitality traditions, individualist consumer ethics, and bicultural hybridity rather than economic development status. The study contributes to urban tourism research by integrating identity, language, and sustainability within a cross-cultural polysemous discourse framework, positioning tourists as semantic agents who actively construct meaning across city destinations. Implications offer pathways for authentic city branding, inclusive urban tourism policy, and culturally grounded sustainability communication in the management of tourism cities.		
3	Exploring the Moderating Role of Perceived Risk in Tourists' Post-Adoption Behavior in the	Sharing Economy	This study investigates the post-adoption behavior of Airbnb users in Egypt, an emerging tourism market where peer-to-peer accommodation platforms are rapidly expanding. Building on the Theory of Planned Behavior (TPB) and the Model of Goal-Directed Behavior (MGB), the model incorporates anticipated emotions and perceived risk to explain continuance intention. Data were collected from 417 domestic tourists with prior Airbnb experience and analyzed using structural equation	2026	https://doi.org/10.1002/jtr.70242



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	Sharing Economy: Insights From Airbnb in Egypt.		modeling (SEM). Findings show that attitude, subjective norms, and positive anticipated emotions significantly increase desire to continue using Airbnb, whereas negative emotions diminish it. Desire strongly predicts continuance intention, yet this relationship is significantly weakened by perceived risk, underscoring its critical moderating effect. The study advances behavioral theory by integrating emotional and risk dimensions into TPB and MGB, contributes empirically by examining a Global South context, and offers practical insights for platforms and policymakers to mitigate risks, build trust, and retain users.		
4	From flavor to fidelity: exploring satisfaction's mediating role in gastronomic event loyalty	Event Management	This study aims to examine how local visitors' involvement (IE) and satisfaction (SA) impact their behavioral intentions (BIs) at gastronomic events in developing countries, using the Gouter event in Cairo, Egypt, as a case study. Additionally, it explores the mediating role of SA between IE and BI, offering insights into the psychological and experiential factors driving loyalty in gastronomic event tourism. A quantitative method was employed, using partial least squares structural equation modeling to analyze data from 120 local visitors. Key constructs – travel motivation, gastronomic motivation, socialization motivation (SM), IE, SA and BI – were measured. The Sobel test confirmed the mediating effect of SA. Gastronomic and SMs emerged as the strongest predictors of visitor IE, which in turn enhanced SA and BI. SA partially mediated the IE–loyalty relationship, confirming its central psychological role. The results reveal context-specific patterns among Egyptian festival visitors, whose engagement is driven more by collective identity and	2026	https://doi.org/10.1108/IJEF-M-04-2025-0051

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			cultural pride than by novelty-seeking motives, underscoring the need for authentic, community-based event and branding strategies. Despite the growing interest in festival tourism, few studies examine local visitor engagement at gastronomic events in developing countries. This study addresses this gap by empirically confirming the mediating role of SA, grounded in experiential consumption theory, community attachment theory and expectation–disconfirmation theory. The results reveal distinctive behavioral patterns in the Egyptian context, providing practical insights for culturally sensitive event design, enhanced visitor SA, effective branding and the strategic positioning of culinary tourism in emerging destinations.		
5	Beyond TAM: The experiential power of augmented reality in shaping guest loyalty in luxury hotels.	Digital Transformation and Marketing	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	2026	https://doi.org/10.1177/14673584261418144

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			implications highlight the value of intuitive, emotionally resonant AR applications in strengthening guest loyalty and competitive positioning.		
6	Destination attachment's mediating influence on the link between destination performance and revisit intentions: Insights from a developing country.	Tourism Marketing and Management	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.	2026	https://doi.org/10.1177/14673584251414877
7	The Role of Artificial Intelligence in	Artificial Intelligence;	This report explores the role of AI in the hospitality and tourism industry, focusing on its impact on employee turnover, customer behavior, and ethical considerations. It examines how AI influences	2025	https://dx.doi.org/10.21608/pijth.2025.414072



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	Transforming the Hospitality and Tourism Industry	Hospitality and Tourism	workforce dynamics, enhances customer personalization, and contributes to operational sustainability while addressing the challenges associated with AI adoption. By analyzing recent studies and industry insights, this report aims to provide a comprehensive understanding of AI's transformative role in hospitality and the strategies businesses can implement to maximize its benefits while mitigating its risks.		
8	The Future of Tourism and Hospitality – Challenges and Innovations in a Rapidly Changing Industry	Digital Transformation; Metaverse	This editorial explores the key trends shaping the future of tourism and hospitality, including digital transformation, leadership in workforce retention, economic empowerment through sustainable tourism, and crisis management. By analyzing these critical areas, we aim to highlight the opportunities and challenges that will define the industry's trajectory in the coming decade.	2025	https://dx.doi.org/10.21608/pijth.2025.414074
9	Fostering a Circular Economy in Tourism: Insights From Egypt	Circular Economy and Sustainability in Tourism	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	2025	https://www.igi-global.com/chapter/fostering-a-circular-economy-in-tourism/362934

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			Delta. This chapter is novel for its detailed analysis of CE adoption in Egypt's tourism sector, offering strategic pathways for advancing circularity.		
10	Harnessing appreciative inquiry in tourism planning: towards a strategy for poverty alleviation in marginalised communities	Tourism Planning & Sustainability	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. 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. 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. 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	2024	https://doi.org/10.1108/IJT-C-10-2023-0208

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			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 concepts and practical strategies.		
11	Domestic Tourists' Perception and Attitude Towards Circularity in Egypt	Circular Economy and Sustainability in Tourism	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. 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.	2024	https://dx.doi.org/10.21608/pijth.2024.263493.1008



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			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.		
12	The transition barriers toward the circular economy for travel agencies in Egypt	Circular Economy and Sustainability in Tourism	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. 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. 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	2024	https://doi.org/10.21608/ijta.h.2024.258367.1114

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			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.		
13	Unveiling Naga Oun Village: Transforming Egypt's Hidden Gem into a Thriving Rural Tourism Destination	Ecotourism and Sustainability	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.	2024	https://doi.org/10.21608/pijt.h.2024.265835.1011

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			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.		
14	Determinants of e-business usage by travel agencies in developing countries: a decision tree approach	Digitization in the field of tourism and hospitality	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.	2023	https://doi.org/10.1504/IJT.P.2023.129173
15	Beyond Passive Observance: Understanding Egyptian Domestic Tourists' Behaviour through Hyper-Personalised	Digitization in the field of tourism and hospitality	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	2023	https://doi.org/10.21608/pijt.h.2023.256371.1007

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	Digital Clienteling		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.		
16	Examining the Adoption Barriers of Big Data Applications from the Perspective of Tourism Authorities in Egypt	Digitization in the field of tourism and hospitality	The focus of this study is on the application challenges of big data (BD) in tourism for one of the developing countries and how to utilise technology to improve the decision-making process. Specifically, the authors aimed to investigate the adoption barriers of BD applications by the tourism authorities in Egypt, evaluate the extent to which the Egyptian DMO members are familiar with BD techniques and applications, and analyse how the usage of BD applications impacts the quality of their decisions. A qualitative method was used for data analysis, with semi-structured interviews to collect data. The findings showed that the adoption of BD is hindered by five key factors: data accessibility, organisational, financial, human, and technological factors. That's why BD applications are not yet effectively exploited by	2023	https://dx.doi.org/10.21608/mkaf.2023.299783



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			the Egyptian tourism authorities. The study provided important managerial and policy implications for decision-makers in addition to suggesting new horizons for further research.		
17	The Impact of User-Generated Content on Digital Transformation of Tourism and Travel Services: Evidence from the Egyptian Travel Agencies	Digitization in the field of 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.	2020	https://doi.org/10.21608/ijht.h.2020.106168



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			Implications for practice were suggested to support the digital transformation of Egyptian travel agencies based on user-generated content.		
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