



Publications Template

#	Research Title	Field	Abstract	Year of Publication Publishing	Publishing Link "URL"
1	Unveiling Naga Oun Village: Transforming Egypt's Hidden Gem into a Thriving Rural Tourism Destination	Tourism development	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,	Pharos International Journal of Tourism and Hospitality Vol. 3, issue. 1 (2024)	https://doi.org/10.21608/pijth.2024.263493.1008



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			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.		
2	The Effect of Authenticity towards Cultural Heritage Tourists' Behavioral Intention: Case Study of the Graeco-Roman Museum	Tourism and Cultural Heritage Management	This study examines the influence of perceived authenticity on the behavioral intentions of cultural heritage visitors at the Graeco-Roman Museum in Alexandria. In July 2024, the researchers conducted a survey, collecting data from 300 museum visitors and assessing 236 valid responses. The research utilizes structural equation modeling (SEM) with WarpPLS to investigate the interconnections among perceived authenticity, tourist satisfaction, perceived value, quality of experience, and	2024	10.21608/PIJTH.2024.322006.1017



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			emotional responses. The results demonstrate that authenticity significantly improves tourist satisfaction, perceived value, and the overall quality of the experience. Tourists who perceive the museum as an authentic experience engage with a greater sense of belonging, resulting in a higher willingness to recommend the site or revisit. The research stresses that authenticity is crucial in influencing emotional reactions, including joy and nostalgia, hence enhancing tourists' attachment to the cultural heritage site. This research is significant due to its practical consequences for museum administration and cultural tourism. Facilitating genuine encounters at heritage sites such as the Graeco-Roman Museum can improve visitor satisfaction, encourage return visits, and enhance favorable word-of-mouth advertising. The study highlights the necessity of effectively maintaining authenticity to foster significant and enduring visitor experiences, establishing cultural heritage assets as vital aspects of sustainable tourism.		
	Antecedents and Consequences of Customer Brand Identification	Tourism Marketing	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	2025	https://doi.org/10.21608/pijth.2025.356221.1022



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		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.		
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	Digital Archiving of Heritage Crafts and Local Cuisine in Alexandria: A Community-Based Cultural Preservation Initiative	Tourism development	Alexandria, Egypt, faces an urgent challenge in safeguarding its intangible cultural heritage, particularly traditional crafts and local culinary practices, which are increasingly threatened by aging knowledge-bearers, disrupted intergenerational transmission, urban development pressures, and limited documentation systems. Existing archival approaches are insufficient to preserve the dynamic, embodied, and community-based nature of this heritage. This white paper presents a community-centered digital preservation initiative designed to address these gaps through the creation of a sustainable, multilingual digital archive for Alexandria's heritage crafts and food traditions. The initiative integrates ethnographic fieldwork, participatory documentation, immersive audio-visual recording, professional translation, and standardized metadata frameworks to ensure both cultural authenticity and long-term accessibility. Community co-curation is a central principle, strengthening local ownership while supporting ethical and accurate representation. The archive is designed to serve multiple strategic functions: preserving endangered knowledge and practices, expanding access to	2026	10.21608/PIJTH.2026.474649.103 3
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			educational resources, and enhancing cultural tourism through inclusive and language-accessible visitor experiences. Pilot implementation across 30 neighborhoods in Alexandria engaged more than 30 master artisans and cooks, produced over 20 archival assets, and trained 15 community archivists, demonstrating the model's practical feasibility and local capacity-building potential. The initiative offers a scalable and resilient framework for digital heritage preservation that can inform cultural policy, support sustainable tourism development, and serve as a replicable model for other Mediterranean coastal cities facing similar heritage loss.		
	Exploring the Moderating Role of Perceived Risk in Tourists' Post-Adoption Behavior in the Sharing Economy: Insights From Airbnb in Egypt	Tourist Behavior	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 modeling (SEM). Findings show that	2026	https://doi.org/10.1002/jtr.70242



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			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.		
	Digital Archiving of Heritage Crafts and Local Cuisine in Alexandria: A Community-Based Cultural Preservation Initiative	Tourism cultural heritage	Alexandria, Egypt, faces an urgent challenge in safeguarding its intangible cultural heritage, particularly traditional crafts and local culinary practices, which are increasingly threatened by aging knowledge-bearers, disrupted intergenerational transmission, urban development pressures, and limited documentation systems. Existing archival approaches are insufficient to preserve the dynamic, embodied, and community-based nature of this heritage. This white paper presents a community-centered digital preservation initiative designed to address these gaps through the creation of a sustainable, multilingual digital archive for Alexandria's heritage crafts and food	2026	https://pijth.journals.ekb.eg



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