



Publications Template

#	Research Title	Field	Abstract	Year of Publication	Publishing Link (URL)
1	From screens to seats: understanding tourist webrooming intentions with the mediating role of quest for food authenticity using SEM-ANN approach	Food and beverages	The proliferation of food delivery applications and digital information sources has transformed how tourists select dining options. This study investigates tourists' webrooming behavior – browsing online before dining offline – through the lens of the Stimulus-Organism-Response (S-O-R) framework. Specifically, it examines how external stimuli (price consciousness, food neophobia, cultural experience, and promotion) influence webrooming intentions via the internal “quest for food authenticity.” Data were collected from a sample of 350 tourists in India who utilized online platforms for dining decisions. The study employs a dual-stage analytical approach, utilizing Partial Least Squares Structural Equation Modeling (PLS-SEM) to estimate the structural model and Artificial Neural Network (ANN) analysis to capture non-linear relationships. A core finding is that the “quest for food authenticity” fully mediates the influence	2026	doi/abs/10.1080/15378020.2026.2723277
2	Challenges and opportunities in preserving traditional performing arts in Oman's Dhofar region: Balancing heritage, tourism, and community engagement	traditional performing arts	Performing arts in Oman play an important cultural role in Dhofar, where they also enhance the tourism sector in the region. The study analyzes the needs for the preservation of these cultural performances, heritage protection, and community engagement alongside economic gain. The research collects qualitative data from 40 interviews with cultural artists and heritage professionals, as well as tourism experts and government officials, to support the protection of traditional art according to UNESCO's concept of Intangible Cultural Heritage (ICH) in relation to living cultural expressions. The research findings show that performing arts in Dhofar enhance cultural understanding. However, there are obstacles to sustainability due to inadequate resource allocation by the government, poor youth engagement and lack of economic resources. Cultural tourism activities associated with performing arts have led to a 15% growth in local jobs and increased revenues in the hospitality sector and handicraft market, according to the research findings. The future success of performing arts in Dhofar depends on the implementation of strategic policies and sustainable funding alongside community initiatives. The research provides essential guidance for policymakers as well as tourism and cultural institutions that want to combine cultural heritage protection with economic progress.	2025	doi/full/10.1177/14673584251390464



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3	Beyond the stars: predicting guest satisfaction through NLP and machine learning of hotel reviews	Machine learning	Purpose This study aims to present a framework for applying natural language processing techniques to analyze and classify hotel customer reviews. Design/methodology/approach Using a data set of over 500,000 hotel reviews, a supervised machine learning model is developed to predict whether a review is good or bad based on its textual content. The approach involved a comprehensive data preprocessing pipeline, including tokenization, stop-word removal and lemmatization. For feature engineering, a combination of sentiment analysis scores (using valence-aware dictionary and sentiment reasoner), basic text metrics and advanced text vectorization techniques is integrated such as Doc2Vec and TF-IDF. Findings Given the significant class imbalance in the data set, with a very low percentage of negative reviews, the model performance is rigorously	2026	https://doi.org/10.1108/JHTT-09-2025-0771
4	Mental disorders in tourism and hospitality: A systematic review of the current landscape and future pathways	Mental disorder	This study critically examines mental health in the tourism and hospitality sector. It aims to identify key themes, recurring patterns, challenges and opportunities, while charting future research avenues to address existing knowledge gaps. The study used a systematic literature review methodology, with both bibliographic and thematic analysis based on PRISMA guidelines. Data were obtained from the Scopus database, which provided 221 peer-reviewed journal articles for analysis. The findings reveal a snowballing scientific interest in mental health within the tourism and hospitality landscape. Key insights highlight (1) the promising therapeutic potential of tourism experiences to support individuals with mental health conditions, (2) new, yet underdeveloped, management strategies to support employee and guest mental well-being, and (3) significant research gaps in specific mental health disorders and culturally	2025	doi/full/10.1177/14673584251408698



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5	Repositioning Egypt for a digital nomad tourists hub: designing a cloud AI-driven solutions through strategic GOST integration	Artificial Intelligence	This study examines the key challenges faced by digital nomads in Egypt facing digital nomads in Egypt including unreliable internet, limited smart co-working spaces, stringent visa and security limitations, difficulties with electronic payments, and language barriers. From the finding of Focus Group Interviews with Digital nomads, an advanced Cloud-GAI empowered Solutions framework is proposed for Destination Management Organizations (DMOs) to be better able to improve critical infrastructure, allow for intelligent co-working spaces, and really bring about a connected community. AI application systems coupled with integrated digital platforms would foster transformation within the Egyptian tourist cities such as Cairo, Dahab, Alexandria, and Aswan, into lively, technology-enabled ecosystems that support digital nomads, sustainable economic growth, and Egypt's Vision 2030 goals	2026	10.1080/13683500.2025.2575371
6	The role of digital technologies in enhancing sustainable community-based tourism: a systematic review of opportunities and challenges	community-based tourism	Purpose This study aims to investigate the contribution of digital technologies to raising the sustainability of community-based tourism (CBT) by means of a critical analysis and synthesis of the implementation strategies, effects and challenges related to digital technologies. Design/methodology/approach This review is based only on published, peer-reviewed journals through a systematic review using the PRISMA framework. The methodology relies on data analysis from 85 high-quality research papers, accessed through a review of 544 documents, to identify trends, challenges and opportunities in the use of digital technologies in CBT. Findings Key findings reveal not only the optimal use of advanced technologies such as IoT sensors, QR codes and AI-based solutions for enhancing operations, resource productivity and visitor experience,	2026	https://doi.org/10.1108/JHTI-11-2025-1371



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7	Environmental Design Innovation in Hospitality: A Sustainable Framework for Evaluating Biophilic Interiors in Rooftop Restaurants.	Sustainability	Biophilic design (BD) has become one of the most critical design approaches for improving the user experience and sustainability in hospitality settings. This paper examines how Biophilic Design Elements (BDEs) can be integrated into the interior architecture of rooftop restaurants and how the presence of BDEs can enhance guest satisfaction and restaurant operations. The study is based on the Nature Preferences Theory (NPT) and Dynamic Capabilities Theory (DCT), creating a framework that explores the relationship between biophilic principles and measurable user outcomes, as well as design innovation. A mixed-methods design was employed, where qualitative insights gathered from a Delphi panel of interior design and hospitality professionals were integrated with quantitative data collected through guest surveys.	2025	10.3390/buildings15193474
8	The dynamics of coworker envy in the green innovation landscape: Mediating and moderating effects on employee environmental commitment and non-green behavior in the hospitality industry	Sustainability	the current study proposes to investigate the impact of employee green innovative behavior (EGIB) on coworker envy (CE), which in turn affects employee environmental commitment (EEC) and intention to engage in non-green behavior (NGB). Furthermore, it investigates the moderating role of individual green value (IGV) and perceived green organizational support (PGOS) and the mediating effect of coworker envy (CE) between the proposed model relationships. Operating PLS-SEM, the 389 valid questionnaires collected from the employees of five-star hotels were analyzed. The findings showed that employee green innovative behavior (EGIB) significantly enhanced coworker envy (CE), negatively influencing employee environmental commitment (EEC) and positively influencing intention to engage in non-green behavior (NGB). The results also proved the moderation role of individual green value (IGV) and perceived green organizational support (PGOS) between CE and EEC and CE and NGB, respectively	2025	https://doi.org/10.1177/14673584251324618



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9	Navigating green innovation via absorptive capacity and the path to sustainable performance in hotels	Sustainability	Purpose The study scrutinizes the direct and indirect association between absorptive capacity as the independent variable and green innovation adoption and sustainable performance as the dependent variables. Similarly, the study assessed the mediating role of green innovation adoption between absorptive capacity and sustainable performance. The research also evaluates green organizational culture and environmental regulation as moderators. Design/methodology/approach The current study applied partial least squares structural equation modeling (PLS-SEM) and administered a questionnaire to general managers and department directors in 4- and 5-star hotels. Quantitative research was employed as the chosen method. Findings The PLS-SEM analysis revealed that absorptive capacity has a positive impact on the adoption of green innovation.	2025	https://doi.org/10.1108/JHTI-07-2024-0687
10	Navigating The Path to Sustainability and Overcoming Environmental Barriers in the Egyptian Hotel Industry	Sustainability	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.	2025	DOI:10.4018/979-8-3693-6110-8.ch009
11	Consumer boycotts and fast-food chains: economic consequences and reputational damage	Food service	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.	2025	https://doi.org/10.3390/soc15050114



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12	From asymmetry to satisfaction: the dynamic role of perceived value and trust to boost customer satisfaction in the tourism industry	Customer service	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).	2025	https://doi.org/10.3390/tourhosp6020068
13	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	Restaurant industry	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.	2025	https://doi.org/10.3390/su17083530
14	Capturing culinary creativity: how and when foodstagramming boosts chef creativity	Restaurant Industry	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.	2025	https://doi.org/10.1108/JHTI-10-2024-1127



#	Research Title	Field	Abstract	Year of Publication	Publishing Link (URL)
15	Boycott or check out? Exploring tourists' decisions regarding 'unethical' hotels through the extended theory of planned bahaviour	Hospitality management	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 boycotting (PBCB) respectively. In addition, it proved the mediating role of TPB constructs and the mediating role of BUF. Theoretically, the study extended the theory of planned behaviour TPB by integrating it with the legitimacy theory. Moreover, the study provided some practical implications for the hospitality businesses such as developing an ethical sustainability culture, enhancing operations legitimacy, and collaborating with influencers, environmental and social leaders.	2025	https://doi.org/10.1080/02508281.2025.2503993
16	Integrating ChatGPT in tourism and hospitality education: A systematic and bibliometric analysis of research trends, applications, and implications	Tourism and hospitality education	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	2025	https://doi.org/10.1177/14673584251357510



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17	Unveiling Naga Oun Village: Transforming Egypt's Hidden Gem into a Thriving Rural Tourism Destination	Rural Tourism	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.	2024	https://pijth.journals.ekb.eg/article_340390_64e7b84a54c0d6685ccb208f693e186d.pdf
18	Innovating Gastronomy through Information Technology: A Bibliometric Analysis of 3D Food Printing for Present and Future Research	Food and beverage	Three-dimensional 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 research 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 highlights 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.	2024	https://www.mdpi.com/2078-2489/15/8/471



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19	From data to delight: Leveraging social customer relationship management to elevate customer satisfaction and market effectiveness	Customer service	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	2024	https://doi.org/10.3390/info16010009
20	Resilience for Sustainability: The Synergistic Role of Green Human Resources Management, Circular Economy, and Green Organizational Culture in the Hotel Industry	Green Human Resources	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.	2024	https://doi.org/10.3390/admsci14110297



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21	Generative AI insights in tourism and hospitality: A comprehensive review and strategic research roadmap	AI	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 ...	2024	https://doi.org/10.1177/14673584241293125
22	Innovating Gastronomy through Information Technology: A Bibliometric Analysis of 3D Food Printing for Present and Future Research Information 2024, 15, 471.	Food and beverage	Three-dimensional 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 research 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 highlights 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.	2024	https://doi.org/10.3390/info15080471



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23	Building digital trust and rapport in the tourism industry: a bibliometric analysis and detailed overview	Consumer behavior	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	2024	https://doi.org/10.3390/info15100598



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24	Tomorrow Taste Comes Today: Exploring Customers' Intention to Buy 3D Printed Food in Egyptian Restaurants	F&B management	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-administrated 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 adapted 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.	2022	https://pijth.journals.ekb.eg/article_264346_632e36a583a0399964b7a2b532c3a112.pdf



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25	TESTING THE THEORY OF PLANNED BEHAVIOR TPB IN DETERMINING INTENTION AND BEHAVIOR TO HIRE PEOPLE WITH DISABILITIES IN EGYPTIAN HOTELS	Management	Purpose: The current study aims to analyze the hotels' managers' intention to hire PWDs in the hotel industry by using the theory of planned behaviors model. 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. 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. 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. 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. 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. Originality/Value: This is a pioneering effort to apply TPB to measure the intention and behavior of hotel managers to hire Egyptian PWDs.	2022	https://journals.ekb.eg/article_254025.html



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26	Factors affecting the intention to use Airbnb in Egypt: A PLS-SEM Approach	Hospitality management	The aim of this study is to assess the intention of Egyptian travellers to consider using Airbnb platform as one of the sharing economy and peer-to-peer accommodation. This study proposes and tests the theory of planned behaviour (TPB) constructs as the determinants of the Airbnb intention to use Airbnb by using PLS-SEM approach. The findings show that attitude is a significant determinant of using intention, whereas subjective norms and perceived behavioural control are not. This study adds to the body of knowledge by employing TPB to analyse customer intention to use Airbnb, providing a theoretical basis and a starting point for further investigation of Airbnb's structural linkages with the sharing economy. The ability to design successful strategies for Airbnb to promote favourable purchase behaviours will be aided by a thorough knowledge of Airbnb guests' purchase intentions.	2021	file:///C:/Users/Dr.Amr%20Fouad/Downloads/Factors_Affecting_the_Intention_to_Use_A.pdf
27	Examining Customers' Intention and Attitude Towards Reading Restaurants' Menu Labels by Using the Theory of Planned Behaviour	Food and beverage management	Availability of nutritional information through menu labels is important not only for consumers, as it helps them make informed and healthier food choices, but also for restaurants as a marketing tool. While the Theory of Planned Behaviour (TPB) focused on attitudes, subjective norms, perceived behavioural control, and intention constructs; this study depended on that theory to examine effects of menu nutritional information on customers' attitude and intention to read such information. This aim was accomplished through a number of sub-objectives and hypotheses towards reading menu labels by which investigating new relationships on the (TPB) in the context of independent or standalone, four, and five-star restaurants in Alexandria, which considers the second major conurbation in Egypt. Furthermore, A five-point Likert scale questionnaire was used for testing hypotheses. The results indicated that customers had a positive attitude and intention to read menu labels. Besides, there was no correlation between subjective norms and the behaviour, and similarly between both attitude and behaviour of reading menu labels. Finally, the study presented suggestions to restaurants' decision makers for using various methods to display menu labels effectively.	2019	https://www.researchgate.net/profile/Amr-Fouad-3/publication/337654072_Examining_Customers'_Intention_and_Attitude_Towards_Reading_Restaurants'_Menu_Labels_by_Using_the_Theory_of_Planned_Behaviour/links/5de2a88fa6fdcc2837faa300/Examining-Customers-Intention-and-Attitude-Towards-Reading-Restaurants-Menu-Labels-by-Using-the-Theory-of-Planned-Behaviour.pdf