Alexandria University - Faculty of Tourism and Hotels
Hotel Studies Department

Investigation of Customers' Acceptance of Self-Service Technology in Five-Star Hotels in Egypt

A Master Thesis Submitted In Partial Fulfillment of the Requirements for Master Degree

In

Hotel Management

Presented by

Hamada Gamal Hassan Yones

B.S.C (Hotel Management) Faculty of tourism and hotels, Alexandria University, 2008

Abstract (200 Words)

The continuing challenges and the fierce global competition that have emerged in today's business environment, especially in the hotel industry, it was bound to shed light on the subject of customers' acceptance of self-service technology in five-star hotels in Egypt that can be perceived as an issue of great importance for the hotel management. Substantially, five-star hotels play a crucial role in supporting the tourism industry and the investment in Egypt. Therefore, the present study was designed to investigate the acceptance of self-service technology in five-star hotels in Egypt.

The present study includes five chapters starting with an introductory one, followed by chapter two that addressed the self-service technology background and contents of SST consecutively, after that chapter three details the methodology used in the study, then chapter four presented the results of the study, and finally chapter five included discussions and recommendations. The nature of the present study is considered to be exploratory. Simple random sampling was the appropriate sampling technique accompanied by self-administered questionnaire to collect the data. High level of customers' acceptance of SST and techniques was found among the surveyed hotels. Finally, insightful recommendations were provided.