

Department (القسم)	Researcher Name (اسم الباحث)	Academic position (الدرجة العلمية)	Year from 2018 to 2022 (سنة النشر)	Title (عنوان البحث)	Journal (المجلة)	Journal Ranking (ترتيب المجلات)	Abstract if available (ملخص البحث)	Author List (قائمة المشاركين على البحث)	Reference (المراجع)	ملف البحث على موقع	Identifier (DOI)	Local - International -
Hotel Management	Mohamed A. Nassar	Professor	2018	Human resource management practices and organizational	Journal of human resources in hospitality & tourism	Q2			Human resource management practices and	https://www.scribd.com/document/444660333/3343014-132828	10.1080/15338468.2017.1328288	محلي
Hotel Management	Mohamed A. Nassar	Professor	2018	Psychological empowerment and organizational 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 organizational change among hotel employees in Egypt. Research in Hospitality Management, 7(2), pp.91-98			محلي
Hotel Management	Ahmed Magdy	Lecturer	2022	Antecedents & consequences of frontline employees' job crafting: The mediating role of			Under the crucial role of employee job crafting in the hospitality industry that describe 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	Only Me				conference
Hotel Management	Ahmed Magdy	Lecturer	2022	Impact of Guest Misbehavior on Employees' Emotional Aspects: The Moderating Role of Distributive Justice	Phases International Journal of Tourism and Hospitality, Fifth		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 misbehavior varies with working environment; (2) determining the impact of guest misbehavior 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 sample technique to select the hotels, the second stage employed the simple random sample to select					
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. Wahba	Dina M. Wahba and Mohamed A. Nassar (2020), Journal of Tourism and Hospitality Management, Nov.-Dec. 2020, vol. 8,	file:///C:/Users/Mohamed Nassar/Downloads/The_City_Next_Door_Branding_Alexandria_Egypt.pptx	10.17205/2228-2769/2020.06.001	محلي
Hotel Management	Amr Fouad	Assistant Lecturer	2019	Examining Customers' Intention and Attitude Towards Reading Restaurants' Menu Labels by Using the Theory of Planned Behavior	International Tourism and Hospitality Journal			Dr. Moustafa Abo El-Ein / Dr. Iman Shawky	Shawky, I., El Eini, 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://www.researchgate.net/publication/366114659/562067200		محلي
Hotel Management	Mohamed A. Nassar	Professor	2021	Customer acceptance of self-service technology in five-star hotels in Egypt	Proceedings of TOURMAN 2021, 24th to 27th of October 2019, Greece.				Nassar M.A., Abdel M.K., Hawas 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" Helwan University, Helwan.	TOURMAN 2021-4th International Scientific Conference "Restarting Tourism, Travel and Hospitality: The day after"		محلي
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 University, Helwan, Science
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.			محلي
Hotel Management	Mohamed A. Nassar	Professor	2019	"The City Next Door: Branding Alexandria, Egypt				Dina M. Wahba	Wahba D. and Nassar M.A. (2019) "The City Next Door: Branding Alexandria, Egypt", Proceedings of ITC19 -10 International Tourism Congress, 5th to 7th, November 2019, Funchal, Iha da Madeira, Portugal.			محلي
Hotel Management	Mohamed A. Nassar	Professor	2021	The impact of organizational commitment on the relationship between the organizational characteristics of managers and supervisors the service quality A field study on hotel managers in the tourism service sector	Proceedings of ITC19 -10 International Tourism Congress, 5th to 7th, November 2019, Funchal, Iha da Madeira, Portugal.			Shereen Eldehouky, Mohamed Wahba, Mohamed A. Nassar, Alaa A. Ebery (2021). The impact of organizational commitment on the relationship between the organizational characteristics of managers and supervisors the service quality A field study on hotel managers in the tourism service sector. The 10th International Conference on Opportunities and Challenges in Management, Economics and Accounting, At: Paris, France.				محلي
Hotel Management	Edsam 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. 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 accords 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			https://doi.org/10.1080/22413343.2018.1533380	محلي

13	Hotel Management	eslam ahmed Fathy	Associate professor	2018	Investigating the Drivers of Knowledge Implementation KM in Hotels.	Minia Journal of Tourism and Hospitality Research Vol. 6(1), No. (27), 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 use 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 KM in hospitality industry, as well as suggesting practical implications to enhance KM drivers. To achieve the study objectives and to test the 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 102 questionnaires, analyzed by SEM to model the drivers of KM. The findings showed that organizational policy of organizational culture OC, IT infrastructure have a significant positive impact on KM. Also, the KM 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 of research, such as adoption of reward policy, team work theory employees' participation to set hotel future plans, putting the best employee ideas into practice, knowledge sharing, electronic standard operating procedures SOP, comprehensive traditional and digital library. The current study is limited to investigate the KM 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 KM drivers.	Esiam Ahmed Fathy (2018), Investigating the Drivers of Knowledge Implementation KM in Hotels. Minia Journal of Tourism and Hospitality Research Vol. 6(1), No. (27), December, 2018.				
14	Hotel Management	eslam ahmed Fathy	Associate professor	2019	Assessment of Food Safety Practices in Swa's hotels.	JFTH, Vol. **, Issue ** (2019) ISSN: 2314-7024	Objective: The major research aim was to assess the food safety practices in Swa'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 3 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 no effect. The food safety practices had found many violations in kitchen of Swa's hotels. Implications: Developed regular food safety training to Swa'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 Swa's 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.	1. Abdel rassoul, Suzan and Esiam Ahmed Fathy (2019), Assessment of the food safety in Swa's hotels. Accepted in journal of tourism and hotel, Alexandria University.	Dr. Suzan el said Abd elrasoul			
15												
16	Hotel Management	eslam ahmed Fathy	Associate professor	2019	Modeling 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 interviews and questionnaires to collect the main research data. Firstly, a total of 42 interviewees 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 263 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 TM and cost consideration CC) respectively and external barriers (Swat attitude GA) have a positive impact on environmental practices application intention EPAint. Also, the EPint significant mediate relationship among SC, ATM, CC, GA and environmental practices Adoption EPA. Originality/value: Also, this study provides an inclusive investigation of environmental practices barriers hotel industry. Also, it offers strategies to overcome these barriers. Theoretical implications: The SC, ATM, CC and GA can limit the environmental practices 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 to encourage employees to 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 conducted between the hospitality sectors, grades and management style.	Esiam Ahmed Fathy (2019), Modeling the Barriers of Environmental Barriers on Environmental Practices Application in Egypt. Journal of tourism research, Greece, Vol. 33.	only me			
17	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 cross barriers to establish their 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 (Demarc, Resurgence, and Acceptance) and secondly 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. Findings will help produce practical implications for 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 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.	Esiam Ahmed Fathy (2020), The Impact of Glass Ceiling Beliefs on Women's Subjective Career Success in Tourism and Hospitality Industry: The Moderating Role of Social Support. Journal of Tourism Research, Greece, Vol. 33.	Esiam Ahmed Fathy Associate Professor, Hotel Management Department Faculty of Tourism and Hotel Management, Pharis University, Alexandria - Egypt Helba Abd-Elkarem Yousof Assistant Professor - The Higher Institute for Tourism, Hotels and Monuments Restoration, Abu Dr. Alexandria - Egypt			
18	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 ١٠٠ - ديسمبر ٢٠٢١	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 palm 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. The study indicated that tourism will support the preservation of GAHS and enhance the livelihood of community as well as the sustainable development goals (SDGs). The results also showed that the usage of date palm is limited, whether on or off 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 use of date palm in food menu items and in other tourism and hospitality facilities.	1. Noha Khalil and Esiam 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	Dr. Noha Ibrahim Khalil1 Dr. Esiam Ahmed Fathy2			
19	Hotel Management	eslam ahmed Fathy	Associate professor	2021	Exploring Barriers of Knowledge Management Implementation KMI in Egyptian Hotel Industry	مجلة كلية السياحة والفنادق - عدد ١٠١ - ديسمبر ٢٠٢١	Purpose: The current study aims to investigate and model the Knowledge Management Implementation (KMI) barriers, as well as suggesting some overcoming strategies to cope with KMI barriers. Design/methodology/approach: It has employed a quantitative method by developed a questionnaire based on the literature and identified among hotel employees in Four and Five-star hotels in Alexandria in Egypt. A total of 186 valid questionnaires were analyzed by SEM. 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. 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. Practical implications: In order not to deprive Egyptian hotels from KMI benefits, the study suggested practical implications to enable them to overcome the KMI barriers, such as providing a creative, motivating, and rewarding organizational culture to increase the knowledge exchange. In addition to a KMI 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, knowledge exchange, and learning.	10 Esiam 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.	only me			
20	Hotel Management	eslam ahmed Fathy	Associate professor	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 Hospitality Research	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. 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. Keywords: Disability, Theory of planned behavior, attitude, subjective norms, intention, behavior to hire, TPB, PWDs.	Esiam Ahmed Fathy, Helba Abd-Elkarem Yousof Associate Professor of Hospitality Management, Mansoura University, Vol. 12, March 2022.	Esiam Ahmed Fathy, Helba Abd-Elkarem Yousof Associate Professor of Hospitality Management, Mansoura University, Vol. 12, March 2022.			
21	Hotel Management	eslam ahmed Fathy	Associate professor	2022	The Impact of Transformational Leadership on Front Office Employees' Satisfaction and Organizational Commitment	International Journal PITH 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 61.3% (118 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 findings presented implications such as designing suitable curricula for academics, the application of transformational leadership for hotel management, transformational behavior that should 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 limitations could be future research topics.	International Journal PITH Faculty of Tourism				
22	Hotel Management	eslam ahmed Fathy	Associate professor	2023	From Mundane to Marvelous: How Transformational Leadership Boosts Front Office Employees' Creativity, Thrives International Journal of Tourism and Hospitality, 2 (2), 10.2466/07PITH.23.2.2.19782.1004	International Journal PITH 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 positions in 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 60.2%, comprising 181 employees. The study employed structural equation modeling (SEM) 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.	1. Fathy, E. A. (2023). From Mundane to Marvelous: How Transformational Leadership Boosts Front Office Employees' Creativity, Thrives International Journal of Tourism and Hospitality, 2 (2), 10.2466/07PITH.23.2.2.19782.1004	Esiam Ahmed Fathy Associate Professor of Hospitality Management, Mansoura University, Vol. 12, March 2022.			

23	Hotel Management	Edam Ahmed Fathy	Associate professor	2024	Innovating Gastronomy through Information Technology & Bibliometric Analysis of 30 Food Printing for Present and Future Research	Information	Q2	3D Food Printing (3DFF) 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 3DFF research. In the Scopus database, an initial search provided 2188 documents. Applying the PRISMA criteria reduced these documents by removing the duplicates 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 insights into how 3DFF can reduce food waste, healthy and usually appealing meals and mitigate food waste. It also highlights and strengthens the argument for design possibilities to manufacture such shapes and to include other raw materials. This bibliometric analysis not only visualizes 3DFF'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. Elshar, Alaa M. S. Azazy, Mohamed A. Zayed, Ghazi A. Anwar, Sameh Fayad, Awe Mohamed Fouad, Neha Ibrahim Khalil, and Edam Ahmed Fathy				
24	Hotel Management	Abel Samir Elmehdy	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 الدولية للبحوث الاقتصادية والعلوم الإدارية - العدد الرابع - نوفمبر 2022		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. 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. 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 (0.83), contextual performance (0.89) 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	Adel, Nwein Essayay (2022) Assessment of Learning and Growth Perspective as One of Balanced Scorecard Dimensions and its Impact on Performance in Five-star Hotels. Journal of Tourism and Hotel, Mansoura University, Vol. 11, Dec 2022.				
25	Tourism	Tamer M. Elsbawy	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., & Elsbawy, 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(5), 12-30.	https://www.researchgate.net/publication/352111111	https://doi.org/10.1080/15447019.2020.1801688		
26	Tourism	Amr abdallah elmaghraby	Assistant Lecturer	2021	The impact of job involvement on administrative creativity in Egyptian Tourism Companies.	المجلة الدولية للبحوث الاقتصادية والعلوم الإدارية - العدد الرابع - نوفمبر 2021		Abstract 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. Keywords: Job involvement, Administrative creativity, Travel Agencies.	Nehed Mohamed Kamal Heba Albn Ali Gaafar				
27	Hotel Management	Hamada Gamal	Assistant Lecturer	2021	Customer acceptance of self-service technology in five-star hotels in Egypt				Nassar M.A, Abden 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 Scientific Conference Restarting Hellenic tourism, travel and hospitality "The day after" in Greece				
28	Tourism	Lamiaa Hefty	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		China 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 tourists visiting Egypt (n=195). 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.			https://doi.org/10.1080/15447019.2018.1515816		
29	Tourism	Lamiaa Hefty	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 destination's 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 II	Omnia Yacoub		https://doi.org/10.1080/15447019.2020.1801688		
30	Tourism	Lamiaa Hefty	Associate professor	2020	Promoting Egypt through its National Stereotypes: The Role of Stereotypes in Evaluating the Components of Destination Image	International Tourism and Hospitality Journal	Q1	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://doi.org/10.31232/ITH		
31	Tourism	Lamiaa Hefty	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, organizational 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 214 employees of the travel agencies in Alexandria. The study detected the role of ethical climate between the three variables; job satisfaction, organizational 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/10.1080/15447019.2021.1914264		
32	Tourism	Lamiaa Hefty	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 complaints. 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					
33	Tourism	Lamiaa Hefty	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 year, 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.					
34	Tourism	Lamiaa Hefty	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 Egyptian's intention to purchase airline tickets via the internet. The study developed a conceptual framework to determine the relationship between such factors and ead intention. Data were collected from 318 individuals via a self-administered questionnaire; results showed that perceived usefulness, perceived ease of use, trust toward a third party, price value, attitude, trust towards the internet, subjective norms, 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					

35	Tourism	Lamiaa Helmy	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				
36	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 Mansoura University 26-28 March 2019 ISSN: 2314-2190		The entry of Alexander the Great to Egypt and his visit and steps in many ancient Egyptian cities is one of the most important historical route in Egypt. Witnessed by the Egyptians, he entered Egypt in 332 B.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 steps of his route in order to create a new tourist circuit and tourists to enhance new tourist perspective.				
37	Tourism	Dr Mahmoud Ahmed	Lecturer	2019	Supporting the enabling factors for successful knowledge sharing adoption in the Egyptian tourism companies	JOURNAL OF TOURISM RESEARCH		This 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 semi-structured 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 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, Nourhan Foad Alshah	Aboushouk, M.A., Hilaly, H.A. Foad, N. 2019. "Supporting the enabling factors for successful knowledge sharing adoption", Journal of Tourism research, Greece, vol.22, June 2019.	10.1016/j.tourres.2019.06.004	توريز
38	Tourism	Dr Mahmoud Ahmed	Lecturer	2019	Organizational Barriers to Knowledge Sharing Adoption in 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, Nourhan Foad Alshah	10.1016/j.hbs.2019.06.004	توريز	
39	Tourism	Dr Mahmoud Ahmed	Lecturer	2019	Measuring Employees' 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 investing 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 implementation 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 effective, 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 test 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, Nourhan Foad Alshah	Aboushouk, M.A., Hilaly, H.A. Foad, N. 2019. "Measuring employees' innovative behavior practices in Egyptian Tourism Companies", Proceedings of the 2nd international conference on Tourism research University of Portulacaise, Porto, Portugal 14-15 March, 2019, pp.289-298.	10.1016/j.procs.2019.03.004	توريز
40	Tourism	Dr Mahmoud Ahmed	Lecturer	2016	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 researches in sciences and specific arts/Alexandria University-faculty of specific education			Aboushouk, M. A., and E. - Fathy			سياحة
41	Tourism	Dr Mahmoud Ahmed	Lecturer	2020	The Impact of User-Generated Content on Digital Transformation of Tourism and Travel Services	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 researchers 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 it 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 best practice environment to understand the complicated behaviour of consumer which shows that consumers are rapidly changing and this 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. Elkawy	Aboushouk, M., Elkawy, 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.2020.1.06.168	10.21608/ijth.2020.1.06.168	سياحة
42	Tourism	Dr Mahmoud Ahmed	Lecturer	2021	Measuring The Impact of Intellectual Capital on Travel Agencies' Innovation Performance: Evidence from Egyptian Travel Agencies	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 260 travel agencies from 1008 Egyptian travel agencies in class A. It was collected by simple random sampling technique. Furthermore, the researchers reviewed the literature regarding intellectual capital and the performance of innovation. Structural equation modeling (SEM) was employed for the quantitative analysis. Also, Amos software version (26) utilized 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 Tamam	Aboushouk, M., Tamam, 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/jaut.h.2021.87234.1211	10.21608/jaut.h.2021.87234.1211	سياحة
43	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 - Nile University (IAJFTH)		This study focuses on the factors that influence entrepreneurial leadership innovation and how they may or may not reflect 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 help to clarify the vital entrepreneurial leadership characteristics, and its impact on travel agencies' innovative environment). The findings revealed 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 Aboushouk, 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/iaj.2021.230772.024	10.21608/iaj.2021.230772.024	سياحة

44	Tourism	Dr.Mahmoud Ahmed	Lecturer	2022	Vicarious Travel: The New Tourism Experience Paradigm brought by VR/AR: A Study of Egyptians' Attitudes and Risk Perceptions	محدث التبر			Mahmoud Aboushouk, Radies Sami				مجلس
45	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	تأثير القدرات الامتصاصية للموظفين على التحول الرقمي في السياحة وخدمات السفر: دليل من الوكالات السياحية المصرية	3000000	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.	https://ijah.iaui.edu.eg/article/view/262677	10.21608/IJAH.2023.1783.44.1020	local
46	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): 71-82.			Mahmoud Ahmed Aboushouk 1 Mahmoud Moawad Tarnamm 2	One of the most crucial technologies in use today is big data (BD) technology, as 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. 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%.	https://ijah.iaui.edu.eg/article/view/262677	10.21608/IJAH.2023.1783.44.1020	local
47	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)			Assoc.Prof.Mahmoud Ahmed Aboushouk	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 cities A, and the findings of the study reveal significant results. 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. 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 positive effect on innovation performance, thereby supporting the third hypothesis.			local
48	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/IJAH.2022.264346				
49	Hotel Management	Adel Samir Elmetwaly	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	Mansoura University Faculty of Tourism and Hotels			Adel Samir Elmetwaly, 2 Neveen Mohamed Mansour, 3 Mohamed Tawfik Essawy	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			
50	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		Adel Samir Elmetwaly, 2 Neveen Mohamed Mansour, 3 Mohamed Tawfik Essawy	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 begins 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 tool.	-1019. DOI: https://doi.org/10.46222/ajhtl.19177020.272		
51	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			Nesma Mostafa Mobarak, Mohamed A. Nassar & Mona Omar Barakat	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.	https://www.tandfonline.com/doi/abs/10.1080/00153780.2022.2104074	DOI:10.1080/00153780.2022.2104074	International
52	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			Mohamed Nassar 1 Amr Fouad 2	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.	https://ijah.iaui.edu.eg/article/264346	DOI: 10.21608/IJAH.2022.264346	Local
53	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			Hamada Hassan 1 Mohamed Nassar 2 Mohamed Kamal 2	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.	https://ijah.iaui.edu.eg/article/264970	10.21608/IJAH.2022.264970	Local

54	Tourism	Tamer M. Elsayw	Lecturer	2023	Determinants of e-business usage by travel agencies in developing countries: a decision tree approach	International Journal of Tourism Policy	O3	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/offer/gh274129112	DOI: 10.1504/IJTP.2023.10054415	International
55	Tourism	Tamer M. Elsayw	Lecturer	2023	Examining the Adoption Barriers of Big Data Applications from the Perspective of Tourism Authorities in Egypt., vol. 13, no. 13, 1 June 2023, pp. 81-124	Journal of the Faculty of Tourism and Hotels, Mansoura University	--	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 the Egyptian tourism authorities. The study provided important managerial and policy implications for decision-makers in addition to suggesting new horizons for further research.	M. Elsayw, Tamer, and Nehal Elsayeb. 'Examining the Adoption Barriers of Big Data Applications from the Perspective of Tourism Authorities in Egypt.', Journal of the Faculty of Tourism and Hotels, Mansoura University, vol. 13, no. 13, 1 June 2023, pp. 81-124.	https://doi.org/10.21608/mka.2023.299783	https://dx.doi.org/10.21608/mka.2023.299783	International
56	Hotel Management	Hamada Gamal	Lecturer	2023	Hotel employees' knowledge of monkeypox source, symptoms, transmission, prevention and treatment in Egypt	Travel Medicine	O1	Background: The re-emerging human monkeypox virus (MPXV) poses a global threat. The rising number of confirmed MPXV cases worldwide is a significant reason for concern. This study aims to investigate (1) hotel employees' knowledge in Egypt of MPXV source, signs/symptoms, transmission, prevention, and treatment, (2) the primary sources of their information about MPXV, (3) whether or not they received information about MPXV from their hotels, and (4) the differences of employees' knowledge in terms of gender, age, marital status, level of education, type of contract, professional category, hotel department, type of hotel, seniority in the hotel, and the number of hotel rooms. Methods: Using a quantitative approach, we collected data from 453 employees in Egyptian hotels via a web-based questionnaire. The survey included questions regarding the MPXV source, signs/symptoms, transmission, and treatment, as well as its primary information sources. The questionnaire also included questions regarding participants' demographics and hotel characteristics. Results: The findings indicated that more than half of hotel employees have inadequate knowledge of MPXV. Additionally, the majority of employees selected social media as their primary source of MPXV-related information. Surprisingly, most participants reported that their hotels neglected to provide them with the MPXV's information. Age, marital status, education, professional category, and tenure in the hotel all have a significant impact on their MPXV knowledge level. Conclusion: The current paper presents significant implications for both theory and practice. This study provides government agencies and hotels with guidelines for preventing the outbreak of MPXV. According to our knowledge, this is the first study conducted with hotel employees in the MPXV Egyptian context.	Eikhwesky, Z., Denhab, N., Eikhwesky, F. F., Abuelhassan, A. E., & Hassan, H. (2023). Hotel employees' knowledge of monkeypox's source, symptoms, transmission, prevention, and treatment in Egypt. Travel Medicine and Infectious Disease, 53, 3892-3903.	https://www.sciencedirect.com/journal/travel-medicine-and-infectious-disease	https://doi.org/10.1016/j.tmaid.2023.321478	Local
57	Hotel Management	Ahmed Magdy	Lecturer	2023	"From hurt to harmony: Investigating the impact of workplace bullying on food & beverage employees' outcomes"	Pharos International Journal of Tourism and Hospitality	--	The organisational outcomes (job crafting and work engagement) of food and beverage employees are examined in this study in relation to workplace bullying. Additionally, it is assumed that emotional intelligence plays a mediation role in the associations between employee organisational outcomes and workplace bullying. The study primarily aims to accomplish these goals: (1) determining the prevalence of workplace bullying in the food and beverage industry; (2) calculating the impact of workplace bullying on job crafting and work engagement among food and beverage employees; and (3) examining the mediating role of emotional intelligence between workplace bullying and the aforementioned outcomes. Results of a study conducted among 312 staff members in five-star hotels in Egypt that are part of a chain revealed that bullying in the workplace had a negative impact on organisational outcomes and that emotional intelligence was a key factor in mediating this relationship. Hotel management should provide emotional support and use caution when hiring new personnel to ensure that staff members have high levels of emotional intelligence.	Ahmed Magdy	https://www.researchgate.net/publication/372098077	https://doi.org/10.21608/mfth.2023.329142	Local
58	Hotel Management	Adel Samir Elmetwaly	Lecturer	2023	Assessing the Impact of Digital Transformation on Organizational Culture: A Study Applied to Egyptian Hotels	Journal of the Faculty of Tourism and Hotels, Mansoura University of Sadat City,	--	The purpose of this study is to develop a method to identify important barriers to Digital Transformation in the effective development of organizational culture under current conditions, and to assess how digital transformation affects organizational culture using the example of an Egyptian hotel.	Adel Samir Elmetwaly	https://mhj.ig.umsu.edu.sa/article/329142	10.21608/MFTH.2023.329142	Local
59	Tourism	Tamer M. Elsayw	Lecturer	2023	Beyond Passive Observation: Understanding Egyptian Domestic Tourists' Behaviour through Hyper-Personalised Digital Clienteling	Pharos International Journal of Tourism and Hospitality	--	This study investigates the impact of hyper-personalization through digital clienteling on the online booking intentions and behaviour of domestic tourists, employing an integrated model of the Technology Acceptance Model (TAM) and Theory of Planned Action (TPA). Conducted through a quantitative methodology, the study gathered responses from 325 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 5.0. The findings reveal a substantial fit for the model with significant interrelationships between attitude, subjective norms, perceived ease of use, perceived usefulness, and online booking intention and behaviour. The demographic analysis highlights the prevalence of educated and younger participants, suggesting that hyper-personalised digital platforms to enhance the user experience. Theoretical implications contribute to the advancement of technology adoption models, providing insights into tourist decision-making processes. The study originally lies in its focus on the Egyptian context and domestic tourism market, enriching the literature on technology adoption in developing countries.	Elsawy, T.M. (2023). Beyond Passive Observation: Understanding Egyptian Domestic Tourists' Behaviour through Hyper-Personalised Digital Clienteling. Pharos International Journal of Tourism and Hospitality, (online) 2(2), pp.1-15.	https://doi.org/10.21608/mfth.2023.329142	https://doi.org/10.21608/mfth.2023.329142	Local
60	Hotel Management	Hamada Gamal	Lecturer	2024	Hotel employees' intention not to waste food: The role of environmental concern	International Journal of Psychology	O1	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 288 food and beverage employees in Egyptian hotels, by gender 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 expenditures in the median employee (below the median). However, if the focus is on the most wasteful employee ($t < -3$), the way to reverse this behavior is to develop norms more related to what an employee should not do in relation to food waste (proscriptive norms) and less related to the handling of gull (incentive 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 employees. 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.	Eikhwesky, 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. Current Psychology, 1-18.	https://link.springer.com/article/10.1007/s12104-024-0562-3	https://doi.org/10.1007/s12104-024-0562-3	International

61	Tourism	Tamer M. Elsayw	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 concepts and practical strategies.</p>	Individual	Elsawy, Tamer M. "Harnessing Appreciative Inquiry in Tourism Planning: Towards a Strategy for Poverty Alleviation in Marginalised Communities." International Journal of Tourism Cities, 25 (2024). https://www.emerald.com/ijot/article/doi/10.1108/IJTC-10-2024-10262-0308	International
62	Tourism	Tamer M. Elsayw	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. 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.</p>	Tamer M. Elsayw, Mohamed Nassar, Amr Fouad, Ghada Mohamed Bassiony	https://ijth.journals.ash-society.com/article/doi/10.21608/ijth.2024.26535.1011	National
63	Tourism	Tamer M. Elsayw	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. 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 circular practices, 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. 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>	Tamer Elsayw, "Domestic Tourists' Perception and Attitude Towards Circularity in Egypt." Pharos International Journal of Tourism and Hospitality, vol. 3, no. 1, 1 Feb. 2024.	https://ijth.journals.ash-society.com/article/doi/10.21608/ijth.2024.263493.1008	National
64	Tourism	Tamer M. Elsayw	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 utilised 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 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 organisational characteristics on overcoming challenges during the CE transition.</p>	Tamer Elsayw, (2024). The transition barriers toward the circular economy for travel agencies in Egypt. International Journal for Tourism, Archeology and Hospitality, 4(1), 60-98.	https://ijth.journals.ash-society.com/article/doi/10.21608/ijth.2024.258367.1114	National
65	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)	<p>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.</p>	Hamada Gamal Hassan, Mohamed Nassar, Mohamed Kamal Abdien	https://ijth.journals.ash-society.com/article/doi/10.21608/ijth.2024.26440673.pdf	National
66	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 the Faculty of Tourism and Hotels, Alexandria University	Local (7)	<p>Universally, Over 60% of people use social media platforms daily, which reflects the role of social media "reach" that organizations could leverage 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.</p>	Dr Hesham Dar - Dr Sara Ahmed Abdelfattah	https://ijth.journals.ash-society.com/article/doi/10.21608/ijth.2024.25442106.pdf	National

67	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
68	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 Elmakawy
69	Hotel Management	Ahmed Magdy	Lecturer	2024	Antecedents and Consequences of the Creative Food Tourism Experiences: 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 restaurants.	None
70	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 2180 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 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.	Elshaer IA, Azazz AMS, Zayed IA, Ameen FA, Fayad S, Fouad AM, Khalil M, Fathy EA. Innovating Gastronomy through Information Technology: A Bibliometric Analysis of 3D Food Printing for Present and Future Research. Information. 2024; 15(9):471. https://doi.org/10.3390/info15090471
71	Tourism	Ghada Bassiony	Associate prof	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.	Ibrahim A. Elshaer, Alaa M. S. Azazz, Mohamed A. Zayed, Faleh A. Ameen, Samah Fayyed, Amr Mohamed Fouad, Noha Ibrahim Khalil, and Eslem Ahmed Fathy
72	hotel management	Adel Samir Elmetwaly	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	
73	Tourism	Lamiaa Hefny	Professor	2023	An overview of literature on destination competitiveness ss: A theoretical analysis of the travel and tourism competitiveness ss 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	Hefny, L. An overview of literature on destination competitiveness ss: A theoretical analysis of the travel and tourism competitiveness ss index. Pharos International Journal of Tourism and Hospitality, Vol. 2, Issue 2 (2023), 45-60 https://doi.org/10.24680/ijth.2023.253372.1026 https://doi.org/10.24680/ijth.2023.253372.1026
74	Tourism	Lamiaa Hefny	Professor	2024	For Accessible Tourism Experiences: 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.	Hefny, L. For Accessible Tourism Experiences: 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/ahtr.1283500 https://doi.org/10.30519/ahtr.1283500