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Thriving Together: Sustainable Events & Tourism



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Theme 1: Artificial Intelligence in Hospitality and Tourism



Artificial intelligence awareness of hotel employees' effect on their turnover intention: the moderating role of organizational support

Dr. Hamada Gamal

Abstract

Accelerated by rapid advancements in robotics, automation, and artificial intelligence (AI) technologies .the fourth industrial revolution, or Industry 4.0, has emerged applications that are anticipated to bring about major changes to a number of commercial sectors, including tourism and hospitality. Moreover, Artificial intelligence (AI) and robotics technologies have already had a significant impact on the hospitality sector, and the implications of replacing human labour with these machines have been hotly contested. Despite this, there is still a lack of empirical data in the form of published empirical studies in scholarly journals that provide strong evidence about the potential effects that AI and robotics may have on hospitality employees' awareness of their employment prospects and intention to leave the industry. The aim of this study was to use data from a sample of 550 employees of five-star hotels in Egypt to present new empirical findings on this topic. It was discovered that employee turnover intention was substantially correlated with awareness of AI and robotics. Perceived organisational support acted as a moderator in this connection. Future research directions and implications are suggested.

Keywords: AI awareness, Robots, Perceived organizational support, Hotel employees, Turnover intentions

Transforming Interactions: The Role of AI in Shaping Employee Behavior and Performance in the Hospitality Industry

Dr. Abdallah Mohamed Kahly

Abstract

This research explores the role of artificial intelligence (AI) in shaping employee performance and behaviour within the hospitality sectors. Incidentally, various applications tested to demonstrate how these technologies improve operational efficiency. AI empowers frontline employees by automating routine tasks to focus on customers with sophisticated needs. Further, the research uncovers implications for job insecurity, specifically the fear of job displacement. The aim of this work is to present, through a systematic review of the existing literature and empirical studies, a deep understanding of the interplay between AI adoption and employee outcomes in the hospitality sector. Organisational readiness and management support emerge as important facilitators for a successful transition to an enhanced AI-driven work environment to improve employees' performance, according to the study findings.

Keywords: Artificial Intelligence in Hospitality, Employee Performance, Job Insecurity, Organizational Readiness

Analyzing the Negative Aspects of Artificial Intelligence in the Hospitality Industry: Current Insights and Future Directions

Mr. Sherif Medhat

Abstract

Artificial Intelligence (AI) has rapidly transformed the hospitality industry, offering numerous benefits such as increased efficiency and personalized experiences. However, its adoption also raises concerns about potential negative consequences. This paper explores the drawbacks of AI in the hospitality sector, including job displacement, data privacy risks, ethical challenges, and the potential for a decline in human-to-human interaction. By delving into these critical issues, this paper aims to provide a comprehensive understanding of the negative aspects of AI and offer recommendations for mitigating risks and ensuring its responsible development and deployment.

Keywords: Artificial Intelligence Drawbacks, Hospitality Industry Challenges, Job Displacement and AI, Ethical and Privacy Concerns

Beyond Passive Observance: Understanding Egyptian Domestic Tourists' Behaviour through Hyper-Personalised Digital Clienteling

Assoc. Prof. Tamer M. Elsayy

Abstract

This study investigates the impact of hyper-personalisation through digital clienteling on the online booking intentions and behaviours of domestic tourists, employing an integrated model of the Technology Acceptance Model (TAM) and Theory of Reasoned Action (TRA). Conducted through a quantitative methodology, the study gathered responses from 326 participants through a structured questionnaire. The participants were randomly chosen from various Egyptian Facebook travel groups, specifically targeting individuals with prior experience in online booking for domestic vacations. The analysis of the gathered data was carried out using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS 4.

The findings reveal a satisfactory fit for the model, with significant relationships between attitude, subjective norms, perceived ease of use, perceived usefulness, and online booking intention and behaviour. The demographic analysis highlights a prevalence of educated and younger participants, suggesting that hyper-personalised digital clienteling may appeal more to this demographic.

Practical implications suggest targeted marketing efforts and optimised digital platforms to enhance the user experience. Theoretical implications contribute to the advancement of technology adoption models, providing insights into tourists' decision-making processes. The study's originality lies in its focus on the Egyptian context and domestic tourism market, enriching the literature on technology adoption in developing countries.

Keywords: hyper-personalisation, digital clienteling, online booking, domestic tourism, TAM, TRA, technology adoption, big data, customer behaviour, Egypt.

Theme 2: Current issues & developments in the management of tourism and hospitality

The Effect of Authenticity towards Cultural Heritage Tourists' Behavioral Intention: Case Study of the Graeco-Roman Museum

Assoc. Prof. Ghada Bassiouny

Dr. Passant Shahine

Abstract

This study examines the influence of perceived authenticity on the behavioral intentions of cultural heritage visitors at the Graeco-Roman Museum in Alexandria. In July 2024, the researchers conducted a survey, collecting data from 300 museum visitors and assessing 236 valid responses. The research utilizes structural equation modeling (SEM) with WarpPLS to investigate the interconnections among perceived authenticity, tourist satisfaction, perceived value, quality of experience, and emotional responses. The results demonstrate that authenticity significantly improves tourist satisfaction, perceived value, and the overall quality of the experience. Tourists who perceive the museum as an authentic experience engage with a greater sense of belonging, resulting in a higher willingness to recommend the site or revisit. The research stresses that authenticity is crucial in influencing emotional reactions, including joy and nostalgia, hence enhancing tourists' attachment to the cultural heritage site.

This research is significant due to its practical consequences for museum administration and cultural tourism. Facilitating genuine encounters at heritage sites such as the Graeco-Roman Museum can improve visitor satisfaction, encourage return visits, and enhance favorable word-of-mouth advertising. The study highlights the necessity of effectively maintaining authenticity to foster significant and enduring visitor experiences, establishing cultural heritage assets as vital aspects of sustainable tourism.

Keywords: Authenticity – Behavioral Intention - Culture Heritage Tourism – Graeco -Roman Museum

Marketing Strategies for Restoring Egypt`s Image as a Destination during Times of Crisis.

Dr. Salma Mohy Eldein

Abstract

Egypt has seen numerous crises in recent years, including internal political unrest, abrupt changes in the country's leadership after the January 25 Revolution, terrorist attacks such as the Russian airplane crash in 2015, and then the COVID-19 pandemic, which affected the whole world. Foreign media covered all these crises, which negatively impacted both the number of tourists visiting the nation and the destination's image. The main aim of this study is to explore the adaptable destination strategies during crises and marketing initiatives used by DMOs in order to restore a positive image of Egypt and bring back tourists after crises.

Keywords: Marketing strategy post crisis, Destination image, Tourism crisis management

Assessing the employees' Absorptive Capacity effect on the innovation Performance of the Egyptian Travel Agencies

Assoc. Prof. Mahmoud Ahmed Aboushouk

Abstract

This study assesses the effect of employees' absorptive capacity on the Egyptian travel agencies' digital transformation of services.

The researcher used the quantitative method and a simple random sampling technique to collect a sample of 278 employees from 1008 Egyptian travel agencies class A, and a semi-structured questionnaire was distributed to this sample.

Furthermore, the researcher examined the literature on employee absorptive capacity and the digital transformation of tourism and travel services.

For the quantitative data analysis, structural equation modeling (SEM) was used. According to the study's findings, employees' absorptive capacity especially (exploitation dimension) has a positive effect on Egyptian travel agencies' digital transformation. Thus Travel agencies need to improve their employees' absorptive capacity to absorb outside technological knowledge as a prerequisite for digital transformation of its travel services.

Based on the study findings, practical implications for enhancing employee absorptive capacity and promoting the digital transformation of Egyptian travel agencies in Egypt were proposed.

Key words: Absorptive Capacity, Digital Transformation, Egyptian Travel agencies.

The impact of digital detox tourism on tourists' experience

Dr. Amr Elmaghraby

Abstract

The rapid technological developments witnessed in the work environment during the past years and the broad trend towards digital transformation, especially in the field of tourism, led to the emergence of many negative effects of the excessive use of digital technologies on tourism behavior and the activities practiced in the destination, where a large percentage of people were exposed to psychological disorders, neurological complications, and social problems through the extensive use of digital technology. The study tries to reduce these effects by focusing on "digital detox tourism" and presenting its positive effects to help tourists stay away from digital devices during their tourist trip.

The importance of the study lies in identifying digital detox tourism and its importance, as well as the impact of digital detox tourism on the tourist experience and improving this experience. The study also derives its importance from showing the vital role of digital detox tourism in addressing the negative effects of excessive use of technology. This study is also an addition to Arab studies in general and Egyptian studies in particular, due to the lack of studies on digital detox tourism in Egypt.

Keywords: Digital Detox Tourism, Tourism and Technology Overuse, Psychological and Social Impact of Digital Technology, Tourist Experience Enhancement

Theme 3: Contemporary trends in tourism and hospitality management

The impact of servant leadership on the employees at hospitality industry in Egypt

Dr. Amr Mohamed Fouad

Abstract

This study aims to investigate the effect of servant leadership on employees' turnover intentions in five-star hotels in Egypt, with the mediating roles of career satisfaction, leader-member exchange, and organizational identification. In addition, this study aims to assess the moderating role of perceived organizational support in the relationship between servant leadership and leader-member exchange among employees at five-star hotels in Egypt. The study employs a mixed method approach combining quantitative and qualitative methods, including a survey distributed to employees and in-depth interviews with department managers from different five-star hotels in Egypt. Statistical analyses were conducted to examine the relationships and mediating roles.

In the conducted study within the context of five-star hotels in Egypt, the study reveals that servant leadership has a positive impact on employees' career satisfaction, organizational identification, and leader-member exchange, while exhibiting a negative influence on turnover intentions. Furthermore, the observed effects are mediated by career satisfaction, organizational identification, and leader-member exchange in the relationship between servant leadership and turnover intentions. Additionally, the study identifies perceived organizational support as a moderator in the relationship between servant leadership and leader-member exchange. This study contributes to the existing literature by exploring the mediating and moderating mechanisms through which servant leadership affects employee outcomes and turnover intentions. It provides empirical evidence for the effectiveness of servant leadership in the hospitality industry context and highlights the importance of considering multiple mediators and organizational support. The study focused on five-star hotels in Egypt, limiting the generalizability of the findings to other industries and cultural contexts. Future research could explore the applicability of servant leadership in different settings and investigate additional mediators and moderators.

Keywords: Servant leadership, turnover intentions, career satisfaction, leader-member exchange, organizational identification, perceived organizational support, hospitality industry, Egypt

Nature of the tourism contract

Mrs. Amel Abou Eldahab

Abstract

Tourism industry is one of the most developed economic sectors in the world and plays a vital role in strengthening the national economy, creating jobs and increasing national income. As international tourism activity has increased, it has become necessary to understand the contracts that govern relations between tourism service providers and tourists. This study is aimed at analyzing the legal nature of the tourism contract, which is a complex and important contract in the tourism sector. A tourism contract is a complex contract that contains a range of obligations and rights between different parties, such as tourism service providers and customers. The study is based on an analysis of national and international legislation on tourism contracts, with a focus on the legal nature of the tourism contract.

The study includes a review of the basic concepts of the tourism contract, such as an agency contract between the Travel Agency and the tourist, a transport contract between the Travel Agency and the tourist, finally, a contract for the sale of tourism services between Travel Agency and the tourist. Through this study, a set of recommendations is made to improve the legal framework for tourism contracts in Egypt, in line with global developments in the tourism industry and to define the obligations of different parties in all types of contracts included in the tourism contract.

Keywords: Tourism Contract, Travel agency, Tourist, Transport contract, Service contract

From hurt to harmony: Investigating the impact of workplace bullying on food & beverage employees' outcomes

Dr. Ahmed Magdy

Abstract

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.

Keywords: Workplace Bullying in Hospitality, Job Crafting and Work Engagement, Emotional Intelligence as Mediator, Food and Beverage Employees in Egypt

From Mundane to Marvelous: How Transformational Leadership Boosts Front Office Employees' Creativity

Assoc. Prof. Eslam Ahmed Fathy

Abstract

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 in hotels with 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 60.3%, comprising 181 employees. The study employed structural equation modeling, specifically Smart PLS 4, 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.

Keywords: Transformational leadership, creativity, job satisfaction, front office employees

Management prospective of Archaeological Tourism and Heritage Management in Taxila valley Pakistan

Dr. Owais Khan

Abstract

The Taxila Valley in Pakistan is a site of immense archaeological and historical significance, recognized as a UNESCO World Heritage Site due to its rich cultural heritage spanning several millennia. This study explores the management perspectives of archaeological tourism and heritage conservation in the Taxila Valley, highlighting its potential as a key driver for sustainable tourism and economic development. The research examines current management practices, challenges faced in heritage conservation, and the role of tourism in preserving this invaluable site. Key issues such as the impact of urbanization, environmental degradation, and insufficient infrastructure are critically analyzed. Additionally, the study emphasizes the importance of involving local communities, implementing sustainable tourism strategies, and enhancing collaboration between government authorities, international organizations, and private stakeholders. Through effective heritage management and the promotion of responsible tourism, Taxila can serve as a model for preserving archaeological heritage while contributing to Pakistan's cultural and economic growth.

Keywords: Heritage Management, Taxila, Responsible Tourism, economic growth and archaeological tourism.

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