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**Abstract**

Siwa, one of the most mysterious of all Egypt's oases, is also the most fascinating. Its history has not only been shaped by all major civilizations, but also by the contrast of the surrounding desert with the lush soil of the oasis setting. Tourism has in recent decades become a vital source of income. Much attention has been given to creating hotels that use local materials and play on local styles. Responsible ecotourism includes programs that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people. In this research, a stratified sample of diversifying hotels is analyzed in order to provide some evidence on the influence of these hotels in developing ecotourism.

There are some recommendations have been extracted from this study:

1. Siwa oasis needs marketing strategies for developing the sustainable tourism.
2. A need for an integrated approach among agencies to developing ecotourism.
3. At the practical level, the empirical study showed that hotels face different incentives and obstacles when implementing EMSs.


**Abstract**

Environmental sustainability is in the national interest of every country both generally and for the tourism sector. The strategy of most destinations managers concentrate on supply side by implementing EMS. The aim of this paper is to highlight the demand side. The study identifies which information about tourists could be predictors of their pro-environmental behavior. The tourism industry could use predictors to attract tourists with smaller environmental footprints. The research explores the attitudes of green hotel managers in China towards environmental management. Questionnaires containing close and open –ended questions were sent (personally by mail to the Chinese association of friendship with foreign countries). The findings indicate a lack of knowledge about environmental sustainability and their tendency to be “supply side oriented”.

**Keywords**: Environmental sustainability, destination management, tourism industry, market segmentation.

Abstract

Events and trends affecting the tourism industry are becoming more complex and fast-paced. It is now accepted that climate change is one of the major challenges worldwide, many efforts are made (and are being made) to deal with this phenomenon. In response to the environmental and economic risks of climatic change magnitude, destination managers are striving for new approaches to face this challenge. With this goal in mind the current study was conducted to determine in global warming is tourism felon or victim? The answer will aver which strategy must be undertaken by the destination: adaptation or mitigation? The objective of this paper is to highlight climate change as a threat, demonstrate the strategies for tackling it, and provide advice to destination managers. The findings of the study confirm that the tourism industry will be facing significant problems and experiencing swift changes. Key words: destination management; climate change; adaptation; tourism.


Abstract

Environmental sustainability is in the national interest of every country both generally and for the tourism sector. The strategy of most destinations managers concentrate on supply side by implementing EMS. The aim of this paper is to highlight the demand side. The study identifies which information about tourists could be predictors of their pro-environmental behavior. The tourism industry could use predictors to attract tourists with smaller environmental footprints. The research explores the attitudes of green hotel managers in China towards environmental management. Questionnaires containing close and open-ended questions were sent (personally by mail to the Chinese association of friendship with foreign countries). The findings indicate a lack of knowledge about environmental sustainability and their tendency to be “supply side oriented”. Keywords: Environmental sustainability, destination management, tourism industry, market segmentation

Prof. Adel Hammam, Professor & Dean, Faculty of Tourism, October 6 University, Egypt - Dr. Azza Saad, Associate Professor & Vice dean, Faculty of Tourism, October 6 University, Egypt. (2012) A Comparative Study for the Role of Travel Agents in Positioning the Wellness Tourism

Abstract

Spa and wellness tourism – as an aspect of health care industry- has become a very trendy tourism segment with high potential of continuous growth. It is nowadays recognized as a good alternative to conventional tourism since it does not depend on seasons and has a very good image within the society that gives increasing importance to “quality of life”. Since travel agencies are handling the trip arrangement in general so they can help in the presentation and distribution of the wellness products. The aim of the current research is to measure the performance of Egyptian travel agencies in wellness consumerism. By adopting comparative model countries – Hungary, Jordan and Thailand - we will evaluate the actual practices for the wellness market in Egypt. We focused on these countries due to their prominence in worldwide wellness tourism, their difference in geographical location as well as due to being developing countries like Egypt. Key words: Wellness - Travel agencies- Best practices- Egypt

Azza M. Masoud, Associate Prof., Tourism Dep., Future Academy, Azza Saad, Associate Prof., Vice Dean Faculty of Tourism & Hotel, Management October 6 University, (2013), Nomadic Customs and Traditions as a Tourist Product Case Study for Negev

Abstract

The growth of tourism in the developing world over the past few decades has fostered a considerable increase in the frequency of encounters between tourists and native people. In recent years, these interactions have been encouraged in particular by the development of tourism that relates with local cultures and traditions "heritage tourism". This form of tourism brings people from distinctly different backgrounds and cultures into close proximity with one another. According to Steven, (2002)^1 tourists’ reasons for travel to less developed countries are varied, but share some similarities. A common motivation, held perhaps by all tourists, is simple curiosity. While some tourists may seek recreation and escape with no particular interest the local people, others visit a locale because they are interested in cultural and behavior and not mere physical or exotic settings. Heritage tourism involves form of direct experience with the host culture and environment, usually by visits to native homes and villages for
observing and/or participating in their customs, ceremonies, rituals, dances and other traditions activities. In other words, such tourists seek a more personal, intimate and authentic interaction with local population. This kind of tourists may cope with the Egyptian social relations; customs and traditions moreover simulate and even quote from it. During the last two centuries, the Egyptian specialists in the tourism sector gave interest in promoting tourism through not more than 5% of the total desert land. Thus, the research highlights the importance of exploit Sinai desert by focusing on nomadic customs and traditions. Whereas the research emphasized Negev case – due to close proximity with Sinai the reconstruction of native traditions and culture for tourist consumption is not limited to Negev. Layne (1996) mentioned that throughout Asia, Africa, Latin America and even North America native people are succumbing to global economic, culture and social forces which push them into the heritage tourism business. Within the Middle East itself, other Bedouin too are experiencing similar pressures. In Jordan, for example, the commercialization of Bedouin images is utilized regularly for outsider appeal as an exotic, romantic attraction for western tourists. The research aims to shed light on Bedouin customs and traditions as a tourist product. **Keywords:** Bedouin, Customs and Traditions, Desert Tourism.

**Abstract**

Discussion in the literature of the risks associated with climate changes is not new, but the impending challenges are only now beginning to be comprehended by the global tourism industry and individual operators. It’s imperative not only to understand the risks but to recognize the growing and urgent need to address the adverse effects of the climate change. In the context of the climate change risks, every sector contributes –to some extent- to the problem. This means that shifts in practices should be implemented to reduce the carbon emissions. Regarding the negative environmental impacts of the tourism sector, the airlines seem to be one of the main felons and even the first one. Accordingly, the strategies of the airlines must be part of the solution for air pollution caused by the aircrafts. The aim of this working paper is to highlight the frame work of the airlines operating from the Egyptian cities. The exploratory study refers to what steps are being taken and encompassed as an environmental performance for some airlines. The study ends with discussion and concluding comments regarding the measures and strategies of some airlines and suggestions for improvement. **Key words:** Climate changes, environmental performance of airlines, carbon emissions and aircrafts.

**Abstract**

The subject of this paper deals with an inscribed private stela of Rn-iqr from the Middle Kingdom which has been found in the northern side of Abydos and is now stored in the magazine of the Egyptian Museum, Cairo (JE 21999- CG20323). It is a painted limestone stela. Comparative studies with other stelae showed that the stela should fall at the beginning of the 12th Dynasty. The aim of the paper is to describe the stela and to deal with it artistically and philologically.

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**Abstract**

Ancient Egyptian sistra are of two main types, the arched sistrum and the naos sistrum. The central feature in each is a Hathor head, often with elaborate wig and floral necklace, and a capital above usually decorated with uraei. The symbolic value of the sistrum far exceeded its musical potential. Sistra were essentially religious instruments, or in secular context almost a symbol of joy. The stylistic devices of the faces of Hathor are specific for their period and we can use it for dating the sistra. A monumental stone version of this form may be found in the columns of hypostyles dedicated to Hathor as well. The collection of the stistra which is exhibited in the Egyptian Museum, Cairo, was catalogued by Hickmann (1949) still many of it are not dated and well presented. The Naos sistrum JE46370, CG6921 exhibited in the Egyptian Museum, Cairo is a good example for its period. The comparative study with other sistra as well as by comparing the monumental stone version of this form found in the columns of hypostyles dedicated to Hathor show similarity of the Face of the naos sistrum JE46370, CG69321, and the arch sistrum CG 69313, as well as the Hathor face of the Fragment of the sistra CG 69753, CG 69743, CG 69346 and the capitals of the columns at the Kiosk of Nectanebus consecrated to the goddess Hathor at Philae Temple from the late period.

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**Abstract**

In the Egyptian Museum, Cairo there are two seated Lion sculptures exhibited (Fig.1) JE 41902 and (Fig.2) JE 85744 that had much to tell about the representation of the Lions in Late and Greaco-Roman Period in Egypt. Both statues attract the audience attention since they are different than the classical representation of lions in ancient Egypt. In Egyptian art the animals were represented with closed mouth unless engaged in combat. The snarling, enraged or aggressive lion, typical of Mesopotamian and in turn Persian art was introduced into Egypt only under the Persian domination. The Persian influence is clear in the Head of the seated Lion JE41902 found in Kom el- Muqdam in open mouth, and in the treatment of the ears. It has a peculiar form with a smooth roughly oval and convex, upper half. Therefore, the object involved can be no earlier than the 27 Dynasty, but it can be slightly later. The Head of the seated Lion JE 85744, found in sebbakh in internal wall of Dendera Temple is different. It has its mouth open with the appearance of the teeth and tongue but with a rounder face that is same like the Middle Protocorinthian Head and similar to the Hittite and the Nemean Lion that influenced the Coptic and Islamic Lion later. The lion could be dated to the Roman period in Egypt.

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**Abstract**

We may see in the Greek architecture a distinct reminiscence of Egypt, and we can count Imhotep’s Architecture as one of the factors, that calls a person for traveling and sometimes for repeating his visits many times to Egypt. The Greeks did visit Djoser Complex in Saqqara, to learn the technique and to gain experience. Also the origins of the Greek architectural orders are still in the process of definition, we may see influence of Imhotep’s architecture in Greek architecture. The Greek preserves the Egyptian methods of construction, even to the use of slanting walls and stuccoed columns. The Base of the Doric and Ionic Temple are not far from the step Pyramid of Saqqara. The Geometrical ornaments and the decoration that have been used in Djoser complex were used later by the Greeks, and the Doric and Ionic columns are not far in the form of Imhotep’s columns. Imhotep’s architecture stands as inspiration for the contemporary architecture as it has been in the classical time. It counts also as a factor that calls a person for travelling. Therefore the Tour guides have to highlight the effect of Imhotep’s architecture on the Doric and...
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<td>2014</td>
<td>Mona M. Taha Hussein (2014), <em>Drei Göttinnen-Statuen aus Tell Basta im Ägyptischen Museum, Kairo</em></td>
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**Abstract**


Egypt has a huge opportunity to share in the market of Medical Tourism because of its beautiful climate and strong infrastructure of accommodation. Furthermore, it’s close proximity to the Arab, European and Asian market place. The tourist can observe a complete ancient Egyptian civilization not only the pyramids and the tombs, but it involved all aspects of human life. The collection of Medical instruments presented at the Egyptian Museum, Cairo, is not presented as it should be; it includes wonderful decorated undated scissors JE 69308, made out of Bronze and they are about 6.5cm long. The purpose of this paper is to describe the scissors JE 69308 attempting to determine their date and function through a comparative study with the scissors from the undisturbed Tomb of Kha, 18th dynasty, confirming that the scissors JE 69308 could be dated in the 18th dynasty. The success of dating and well exhibiting the Medical instruments in the Egyptian Museum Cairo will reflect positively on attendance not only by doctors participating in medical meetings in the Egyptian capital and the tourists but also by the general public.


The ancient Egyptian Footwear collection (Table1) housed in one of the new agriculture museums buildings includes 18 sandals and 2 open shoes. They are varied ranging from sewn and simple eared sandals made of plant materials and leather to open shoes that were made of fiber. 17 of the sandals could be dated to the New Kingdom, 1 to the Roman period. Both open shoes could be dated to the New Kingdom. The collection is exhibited but is not well represented as it deserves. Furthermore, visitors of the museum have no opportunity to observe this collection since the building is closed. **Keywords:** Ancient Egypt, Footwear, Agriculture Museum Giza.

**Mona M. Taha Hussein (2014),Drei Göttinnen-Statuen aus Tell Basta im Ägyptischen Museum, Kairo**

The subject of this paper deals with three Goddess Statues made out of Egyptian faience, exhibited in P.19 E1 in the Egyptian Museum, Cairo, JE 43878-SR 3/7279, JE 43879-SR 3/7280, and JE 43880-SR 3/7281. They were all found in Bubastis, and were registered in the JE in 1913. Though similar in size, and style. Comparative studies with other statues showed that the statues JE 43878-SR 3/7279, JE 43879-SR 3/7280 and JE 43880-SR 3/7281 could be dated to the 26 Dynasty.


Halayib and Shalateen are two cities in the Red Sea governorate that have a great importance on the South boarders of Egypt. In this paper the potentials directed at developing the Cultural Heritage Tourism in Halayib and Shalateen Region is assessed. The successful achievement of the objective to position the country as an attractive heritage destination on the international market is very important for Halayib, Shalateen, and the Egyptian tourism sector. The heritage destinations in Halayib and Shalateen need to build strong destination brands in order to gain competitive advantage on the international market. **Keywords:** Cultural Heritage Tourism, Halayib and Shalateen, destination development.
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**Abstract**  
Environmental sustainability is in the national interest of every country both generally and for the tourism sector. The strategy of most destinations managers concentrate on supply side by implementing EMS. The aim of this paper is to highlight the demand side. The study identifies which information about tourists could be predictors of their pro-environmental behavior. The tourism industry could use predictors to attract tourists with smaller environmental footprints. The research explores the attitudes of green hotel managers in China towards environmental management. Questionnaires containing close and open –ended questions were sent (personally by mail to the Chinese association of friendship with foreign countries). The findings indicate a lack of knowledge about environmental sustainability and their tendency to be “supply side oriented”. **Keywords**: Environmental sustainability, destination management, tourism industry, market segmentation. |
| **Noha S. Ismail El Shaer and Mohamed, M Salih (2013)**, *Labour Accidents as a Hazard Factors in Hospitality Industry: A Case Study on Five Star Hotels in Cairo*, in: Journal of Association of Arab Universities for Tourism and Hospitality ", Suez Canal University, Faculty of Tourism & Hotel Management, El Ismalia, Egypt.  
**Abstract**  
The purpose of this study is to determine the labour accidents they may face as a hazard and critical attribute in the work area; also Determining actions that the five star hotels take to prevent theses accident. Risks may be associated with certain accident to the employees so measuring the management awareness about types of accident and dealing with them is a vital object. There are some recommendations have been extracted from this study:  
1. Hotels believed in that the F & B area are a vital area mainly suffers from this concept (accidents as a risk).The kitchen conditions is the primary causes in work accidents.  
2. The high percentage of the employees turnover make the department of F&B ignores training as an improving tool.  
3. The hotels do not have any action or contingency plan to meet work accidents and staff injuries. Also the hotel may don't see a relationship between exceeds shift’s hours and increasing accidents because of exhaustion and boring.  
4. The entire employee should take a part and make a decision when the hotel applies over timed work. Employees’ satisfaction is an important concept to improve work conditions. |
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Siwa, one of the most mysterious of all Egypt's oases, is also the most fascinating. Its history has not only been shaped by all major civilizations, but also by the contrast of the surrounding desert with the lush soil of the oasis setting. Tourism has in recent decades become a vital source of income. Much attention has been given to creating hotels that use local materials and play on local styles. Responsible ecotourism includes programs that minimize the negative aspects of conventional tourism on the environment and enhance the cultural integrity of local people. In this research, a stratified sample of diversifying hotels is analyzed in order to provide some evidence on the influence of these hotels in developing ecotourism.  
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| Ass. Prof. Noha S. Ismail El Shaer | 2011 | **Abstract**  
Developing the operating Economics as a New Challenge in the Five star Hotel in Egypt, in: The 7th International Conference on "Tourism in the 21st Century, A social economic approach", October 6 University, Faculty of Tourism & Hotel Management, Egypt, pp. 268-281.  
**Abstract**  
Profit center, typically is a market or sales unit, has responsibility for selling the finished goods produced by a manufacturing division (cost center) or the products offered by a service organization. The basic profit departments of any hotel are food and beverage and room division department. Hotels’ managers and executives always trying to find new techniques to generate profit. The purpose of this paper is to explore and make a scope on creating new revenue centers in hotels. It will be unique challenges in hotel operating economics to determine new profit centers in both normal and crisis periods. Healthy spa, banquet, business centers, and mini bars in guest room etc. are profitable centers, but we should seek for new ones. The research focuses on a small sample of the hotel’s chains in one of the most important and attractive areas in Egypt; Cairo. There are some recommendations have been extracted from this research:  
1. To be creative and innovative, workers need sufficient problem-solving capabilities, and to stay innovative they have to further develop these competences. This as the process of "learning to learn".  
2. The aim of the hotel is to increase the ancillary spend of guests during their stay and to attract customers from the local community.  
3. Managers when reexamining their existing service offering also need to decide which innovations will create value. |
| Noha S. Ismail El Shaer and Mohamed, M Salih (2013), *Labour Accidents as a Hazard Factors in Hospitality Industry: A Case Study on Five Star Hotels in Cairo*, in: Journal of Association of Arab Universities for Tourism and Hospitality \", Suez Canal University, Faculty of Tourism & Hotel Management, El Ismailia, Egypt. | 2013 | **Abstract**  
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4. The entire employee should take a part and make a decision when the hotel applies over timed work. Employees' satisfaction is an important concept to improve work conditions. |
Purpose– In today's highly competitive hospitality environment, an inviting spa can create a truly memorable guest experience. “Spa” is an acronym for salus per aqua, or health through water. More than any other hotel service or amenities, Spas provide the personal, intimate and comforting experience sought by today’s consumers and helping resorts and hotels need to stay competitive. Spas that deliver on the guest experience and exceed clients’ expectations take into account not only what their clients are looking for, but what they may not have considered, as well. The Red Sea of Egypt presents an interesting case for studying how to improve spa services to attract customers and strengthen their loyalty to beach environmentally resort hotels. Red Sea tourism is largely dependent on the surrounding environment such as sand and water quality, and coral reefs; which are considered important to Spa services.

Design/methodology/approach– Using a deductive approach, case study data was collected from five hotels, located in Red Sea, via self-administered questionnaire to top line management and SPA managers.

Research limitations/implications– The research focused on a sample of the Five Star chain hotel’s in Red Sea in Egypt that running SPA club.

Keywords–SPA services, Market segmentation, Red Sea resorts, Therapeutic tourism, Customer attractions, SPA management.

Paper type– Research paper
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<td><strong>Abstract</strong></td>
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<td>The origin of the Museum from the beginning, how the ancient Egyptian museum start to be a real museum. The artifacts transported from place to place till they put them in the great museum in Tahrir. The government of Egypt selected a suitable place beside the pyramid plateau to be the new location of the new museum to be the biggest museum for one of the greatest civilization of the world and the establishing of the museum through several phases.</td>
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<td>The first Moslems paid extra attention to establish in every country. They un quested a capital city as a centre for government and residence for their rulers. These capital cities played an eminent role in the conquest countries, besides their role in propagating the Islamic faith. The planning of these cities was subject to variety of factors most salient among which are: the evident impact of the deserted environment of the Arabs (Mecca) and the essence of the new religion. After the Islamic conquests and the expansion of the empire the planning of cities was affected by the city planning of the other civilizations preceding the Islamic civilizations. These cities reflected the richness and the power of the Empire and was affected by economic, political and social circumstances of the ruling dynasty. Egypt witnessed the establishment of 4 Islamic capitals: El-Fostat, El-Askar, Elkatae and Cairo. These 4 cities represent a good example of Islamic city planning and architecture and as such they may added to similar Islamic heritage in other countries such as Granada and Cordoba in Spain.</td>
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Adel, Hammam, Dean, Faculty of Tourism and Hotel Management, October 6 University, and Salem A., Salem Faculty of Tourism and Hotel Management, October 6 University. Development of e-tourism in Egypt, benefits and challenges

**Abstract**

Moving online can provide Egyptian Travel & Tourism industry with many benefits including that the internet enables efficiency improvements in the booking, payment and customer communication processes, the internet makes it possible for Egyptian travel agents and hotels to reduce cost of foreign tour operators (who make travel arrangements for majority of tourists to Egypt) and to directly acquire their own customers. Most Egyptian tourism establishments have developed kinds of websites to promote their own services. An analysis of these tourism websites has been performed by evaluating the online services offered and websites’ functional contents. The results of this survey are presented and illustrated the potential online marketplace for Egyptian tourism services. Key Words: Egypt; Internet; websites; Tourism industry.
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#### Abstract

In our fast moving age of internet time, many marketing specialists are now seeing the 4Ps as too product-oriented and have adopted the 4Cs marketing mix. This model looks at the marketing from the customer’s point of view. The 4Cs marketing mix converted the traditional marketing mix including (Product – Place – Price - Promotion) into more customer-oriented mix including (Customer needs and wants – Convenience – Cost to the user - Communication). This research tries to investigate how Egyptian hotel sector apply the 4Cs approach to marketing themselves and how they adapt their marketing mix components to meet the customers’ needs and wants.

#### Abstract

Ecotourism is considered one of the fast growing segments of tourism industry, as there is a trend toward an increased specialization among tourists. Tours to rainforest, gamer reserves, and wildlife sanctuaries – among many other ecotourism activities – are growing in every region of the world according to each country's natural resources. This research tries to evaluate Egyptian potentials in the tourism industry, especially ecotourism development. It also tries to compare such development to Thailand in spite of the main differences in natural resources in both countries as Thailand is considered one of the most important ecotourism destinations and has achieved a remarkable development in this activity.

#### Abstract

The culture of a country influences the way that the foreign companies, especially international chain hotels design their marketing mix applications, standardization or adaptation. The more knowledge of the target country’s culture that the company has, the easier it is for it to design a successful marketing mix. The main purpose of this research is to find out what adaptations and standardizations of the marketing mix have been made for the Egyptian cultural context. This will be through analyzing how the Egyptian culture affects international chain hotels’ marketing mix and their choice of adaptation or standardization. The second purpose of our research is to realize the importance of cultural knowledge of the target market. The analysis and conclusion show that the pricing mix, place mix and promotion mix seem to be hard to standardize when internationalizing Egypt. The reason for adaptation has mostly been Egyptian culture, but not always. Moreover, the product mix seems to be possible to standardize, but the reasons seem rather to be a wish of having a univocal brand, scale economies and that it is easier than Egyptian culture. The results imply that knowledge of Egyptian culture is of importance for Chain hotels when internationalizing Egypt.

#### Abstract

Technological development has brought new ways of communicating, ways that today are used by a lot of people, but still might not be fully exploited in business marketing. The usage of interactive media is developing rapidly, where new and vast usage possibilities are found every day. And because the people’s attitudes and opinions are changing constantly as well. The interactive and network approach of service marketing especially for hotel industry consider marketing as an interactive process in a social context. This means that customer relationship building and management are vital for the operation’s success. While, the traditional marketing mix with its 4 Ps makes customer the active side and the service provider the passive one. This approach of marketing is not suitable for the nature of service marketing. The purpose is to assess how the customers of hotel industry would like to receive information and communicate with hotels, investigate the possibilities of using Internet/e-mail and telemarketing and to produce a recommendation for future communication with these media. Different kinds of data had been collected and analyzed. The methods used are a combination of quantitative and qualitative ones. The result showed that there was interest for using Internet, e-mail and certain telephone solutions, but the possibility and barriers varied among the hotels.
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| 11 Dr. Ahmed Hamden | 2011 | Ahmed Hamden - ‘An Iconographical Study of the Royal-ka during the Middle Kingdom’  

Abstract  
The ancient Egyptians believed that the special activating force was the *ka*, which determined the difference between the living and the non-living. After the king's death, he becomes the link between the gods and the next king in transferring this energy which will provide his successor with the legitimacy he needs. Everyone may possess this vital energy of the *ka*, but the king acts as a mediator between the gods and the people. The *royal-ka* first appears during the Old Kingdom and continued until the Roman Period. The *royal-ka* was personified in two forms: the standard or anthropomorphic figures. The kings of the Middle Kingdom were keen to portray themselves with their *kas*. Therefore, numerous manifestations of the *royal-ka* were depicted for several kings at different sites. This includes Amenemhat I (Coptos), Senwosret I (Karnak), Senwosret II (Wadi Gasus), Senwosret III (Abydos), and Amenemhat III (Medinet Madi). Following on from my doctoral research relating to the scenes of the *royal-ka* during the New Kingdom, this paper will focus on the same phenomenon during the Middle Kingdom, including an analysis of the representations of the *royal-ka* on the walls of the temples, tombs and stelae. One of the goals of the paper is to clarify the important religious role of the *royal-ka* and its assimilation with kingship during this period through different aspects: e.g. (types, epithets, variants, names atop the mdw-Spsj staff, the king’s crown, themes of the scenes, deities appearing with the *royal-ka*, and its locations).
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Halayib and Shalateen are two cities in the Red Sea governorate that have a great importance on the South boarders of Egypt. In this paper the potentials directed at developing the Cultural Heritage Tourism in Halayib and Shalateen Region is assessed. The successful achievement of the objective to position the country as an attractive heritage destination on the international market is very important for Halayib, Shalateen, and the Egyptian tourism sector. The heritage destinations in Halayib and Shalateen need to build strong destination brands in order to gain competitive advantage on the international market. Keywords: Cultural Heritage Tourism, Halayib and Shalateen, destination development. |
| Prof. Dr. Adel Mohamed Hussein Hammam, Dr. Hany Ahmed Ali Ibrahim Khattab | 2015 | The effect of practicing Entertainment and touristic activities on developing of the language of Children with Autism Disorders  
Abstract  
Recently, tourism industry has witnessed a great development, especially in dealing with individuals with special needs, who are less than the normal level in one or more characteristics of the personality. As a result, these individuals are in bad need to special services differ from that presented to their normal peers, in order to help them to reach the most possible growth and compromise. Individuals with special needs are less lucky in society, similar to mentally, audibly and optically disabled persons, those who have learning difficulties and individuals with Autism disorder. Key words : Autism – Children - touristic activities. |
**Abstract**

Purpose– In today's highly competitive hospitality environment, an inviting spa can create a truly memorable guest experience. “Spa” is an acronym for *salus per aqua*, or health through water. More than any other hotel service or amenities, Spas provide the personal, intimate and comforting experience sought by today’s consumers and helping resorts and hotels need to stay competitive. Spas that deliver on the guest experience and exceed clients’ expectations take into account not only what their clients are looking for, but what they may not have considered, as well. The Red Sea of Egypt presents an interesting case for studying how to improve spa services to attract customers and strengthen their loyalty to beach environmentally resort hotels. Red Sea tourism is largely dependent on the surrounding environment such as sand and water quality, and coral reefs; which are considered important to Spa services.

Design/methodology/approach– Using a deductive approach, case study data was collected from five hotels, located in Red Sea, via self-administered questionnaire to top line management and SPA managers.

Research limitations/implications– The research focused on a sample of the Five Star chain hotel’s in Red Sea in Egypt that running SPA club.

**Keywords**– SPA services, Market segmentation, Red Sea resorts, Therapeutic tourism, Customer attractions, SPA management.

**Paper type**– Research paper

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**Abstract**

Purpose– People with disabilities, along with their families and friends, travel, shop, do business, engage in activities in the community just like everyone else. By providing service that welcomes people with disabilities, service could be better and satisfactory to everyone. Under the Americans with Disabilities Act (ADA), hotels and motels must provide effective means of communications for persons who are deaf or hard of hearing to ensure that they have an equal opportunity to enjoy the services, accommodations, and amenities offered. People who are deaf or hard of hearing use a variety of ways to communicate. The method of communication and the services or aids hotel staff must provide will vary depending upon the abilities of the guest and on the complexity and nature of the communications that are required. This increase the role of technology when designing guests' rooms by providing built-in communication features in a certain percentage. This study aims to identify the importance to improve using of technology Assistive communication devices while designing guests' rooms to facilitate and improve accommodating peoples with hearing disabilities.

Design/methodology/approach– the data were collected via a questionnaire addressed to guests in Hurghada region.

Research limitations/implications– The research focused on a sample of the five star resort hotel's in Hurghada, Egypt.

**Keywords**– Disabilities, Guests' rooms design, Assistive communication telephone device.

**Paper type**– Research paper