Brides of the Dead in Ancient Egypt

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Abstract

Brides of the Dead are small statues of naked women with incomplete legs and were commonly buried with male, female and children burials. They were believed to be symbols of regeneration and fertility. They have been found in the burials among funerary equipments as early as the predynastic period. Early Egyptologists mistakenly identified them as concubines intended to provide the spirits of men with an eternity of sexual pleasure. Recent studies show that both men and women used these figures to ensure fertility as they guaranteed the deceased's sexual power in the afterlife. These female figurines were traditionally tattooed with dots, dashes and lozenges. The earliest intimations of these tattoos patterns came from clay figurines dating to roughly 4000BCE. The most likely accepted view of the dotted tattoos found on the abdomen, thighs and pelvic region of the figurines. This paper aims to be a descriptive and an analytical study of the origin, patterns, materials, terminology, accessories and tattoos of the so-called 'brides of The Dead' in ancient Egypt, and searching for their functions and ritualistic role in the Egyptian burials.

Keywords: Brides of the dead, Concubine figurines, Fertility figures, Tattoos, Female figurines.

Introduction

Brides of the dead are figurines of nude females which known from almost all periods of ancient Egyptian history and occurred in a variety of contexts from the predynastic period onwards. They were small and portable, averaging approximately 15 cm in height. They were fashioned from clay, faience, ivory, stone, and wood. The common ancient Egyptian terms for these female figurines are 'rpyt', 'is sjn' or 'sjnt'; terms specifically for clay figurines include *sjn n ꜣst*, *rpyt nt sjnt*, and *rpyt ꜣst*. Formerly interpreted largely as 'concubine' figures, 'fertility figurines' and 'female figurines'. They were often highly stylized, emphasizing the sexual characteristic of the figure, such as the breast, hips and pubic area. They were also regarded as symbols of magical protection and medical healing.[1]

It was believed that such figurines were put in the graves of men to satisfy their sexual needs in the afterlife. More recent studies have pointed out that they were also found in women's graves, they were discovered in the full range of excavated sites in Egypt such as temples, tombs and settlement sites as at Tell el-Amarna.[2]Moreover they could be regarded as middle class art and not a royal privilege traditionally presented for both royal and private tombs as well.[3]

Unfortunately these figurines did not get the attention they deserved among a huge amount of tombs, temples, pyramids and artifacts exhibited in museums all over the world. Many are obscurely published or not published at all.[4]

Literature Review

Brides of the Dead Forms and Patterns in Ancient Egypt

Although most brides' figures take the form of a naked woman, clothing is indicated on a few examples. Particularly sculptured with wigs, tattoos patterns, jewelry, girdles of shells stung together, small waists, prominent breasts and pubic area. The style of the wigs were varied from short, tripartite wigs or the so-called Hathor wigs **(Figure1)**.[5] Some figures hold or suckle a child, or have a child next to them on a bed, the so-called the type of 'Isis and Horus' **(Figure2)**. The majority of them was portrayed with no feet and was not intended to stand upright, although some figures could be supported by the legs of the bed they based on.[6] Few rare examples were fashioned in a seated **(Figures 3,4)** or kneeling position.

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[1]Waraska, E.A. (2008). 'Female Figurines (Pharaonic Period).' *Journal of the UCLA Encyclopedia of Egyptology* 1033 (1), Los Angeles. Available at http://digital2.library.ucla.edu/viewItem.do?ark=21198/zz000s3mm6 [26 January 2013].

[2]Stevens, A. (2006). Private Religion at Amarna: The material evidence, 305. Oxford: Archaeopress.

[3]Teeter, E. (2011). Religion and Ritual in Ancient Egypt. 88. Cambridge: Cambridge University Press.

[4]Teeter, E. (2010). Baked Clay Figurines and Votive Beds from Medinet Habu. 10. Chicago: Oriental Institute.

[5] Desroches-Noblecoutr, C. (1953). 'Concubines du Mort. et Mères de Famille au Moyen Empire.' BIFAO 53: 7-47.

[6]Waraska, E.A. (2008). 'Female Figurines (Pharaonic Period).'.1; Saleh, M. (1987). The Egyptian Museum Cairo. 80. Germany: Verlag Philipp von Zabern. Mainz.

Other unique representations of these brides' statuettes which dated back to the predynastic period are modeled from pottery and characterized by small heads, with beak-like face on long necks, expanding to shoulders. Their breasts are prominent while the waist is gracefully curving into uplifted arms with hands turned in and pointed **(Figure 5)**.[7] Similar figurines dated back to the same period were discovered with missing heads and one arm of each. Their bodies are adorned with abnormal tattoo patterns which resemble abstract decorations appeared on certain predynastic vessels **(Figure 6)**.[8]

Paddle dolls are a type of brides' figurines appeared as early as the predynastic period (4000 BC), and particularly in Middle Kingdom (2055-1650 BC). These dolls were made of wood and seemingly follow a convention for the female figurines, emphasizing the hips, hair and tattoo patterns. They were usually painted with a geometric pattern of dots and dashes. These patterns may reproduce tattoos or represent clothing or jewelry. Some have hair composed of unfired clay and faience beads strung on flax fiber **(Figure 7)**.[9]

Brides of the Dead Materials and Manufacture

Brides' figurines were commonly related to standardized types within chronological periods. Their uniformity and decoration in a variety of materials indicate mass production at provincial, royal or temple workshops were the most likely locale for their production. These figurines were fashioned from clay, faience, ivory, stone and wood, but most of them were made from faience and clay. Clay figurines could bemodeled or molded of Nile silt, marl clay, or local desert clay, and were frequently painted. Some marl-clay figures of the Middle and New kingdoms were decorated with faience or metal jewelry, and headed by colored linen and beaded hair or wig.[10]

[7]Glemn, E. & K.G. Anne (1997). Mistress of the House, Mistress of Heaven: Women in Ancient Art. 121. Fig. 53a. Brooklyn: The Brooklyn Museum.
[8]Verner, M., L. Bares & B. Vachala (1997). Ilustrovanά Encyklopedie Starého Egypta. 19. Praha: Univerzita Karlova.
[9]Winlock, H. (1932). Excavations at Deir el-Bahari, 203. Pl.38. American Philosophical Society; Barguet, P. (1953). 'L'Origine et la Signification du Contrepoids de Coller-Menat.' BIFAO 52: 101-102.
[10]Pinch, G. (1993). Votive Offerings to Hathor. 200-203. Oxford: Griffith Institute/Ashmolean Museum.

Faience brides' figurines were molded and had darker coloration to emphasize the eyes, nipples and hair, as well as to indicate jewelry, tattooing and in certain cases patterned clothing.[11]

Ivory brides' figurines were very rare which were carved and polished from one the lower canines of a hippopotamus **(Figure 8).** Most of them appeared to be crudely made, but the carving is precise and the limbs were well formed and smoothly finished. The emphasis on the eyes, breasts, hips and pubic area are stylistic rather than due to poor execution.[12]Stone figurines were carved and sometimes painted in different colors or in a single pigment such as black to emphasize hair, jewelry, garment and tattoo patterns.[13]

Wooden brides' figurines, including the so-called 'paddle dolls', were carved and painted with a geometrical pattern of dots and dashes in black and different other colors that may represent clothing and jewelry. The elaborately wooden brides were flat and follow the convention of the traditional female figurines, emphasizing the hips, hair and tattoos. Some have hair composed of unfired clay and faience beads strung on flax fiber.[14]

Brides of the Dead Historical Development

Brides' figurines were among the oldest depictions of human sculptured portraits in ancient Egypt as early as the Badarian period (5500-4000 BC). They were found within the funeral equipments of royal and non-royal burials. In the Old Kingdom (2686-2181 BC), female figurines were rarely discovered either in the tombs or in the settlement sites. During the Middle Kingdom (2055-1650 BC), a great number of brides' figurines were found. They were varied in patterns, colors and materials. The New Kingdom record (1550-1069 BC) is similar to that of the Middle Kingdom. Through the Third Intermediate and Late periods (1069-332 BC), a typical new pattern appeared in the form of a naked woman lying on a bed, occasionally with a child by the legs. The brides' figurines were continued to be found in the burials, especially the pottery figures. At this period Egypt was an important cultural melting-pot, influenced by earlier

[11]Ibid. 199.

[12]Muscarella, O. (1974). Ancient Art: The Norbert Schimmel Collection. 170. Mainz am Rhein: P. von Zabern; Valentin, F.J. and Bedman, T. (2013), "The Tomb of the Vizier Amenhotep-Huy in Asasif (AT 28): Preliminary Results of the Excavation Seasons 2009-2912".in: Archaeological Research in the Valley of Kings and Ancient Thebes. Papers Presented in Honor of Richard H. Wilkinson, edited by Pearce Paul Greasman, Vol. I, The University of Arizona Egyptian Expedition, 181-200, Fig.8.

[13]Waraska, (2008). 'Female Figurines (Pharaonic Period).',2.

[14]Pinch, G. (2006). Magic in Ancient Egypt. 127. London: British Museum Press.

periods of Egyptian history and the cultural contacts with the Near East. Many terracotta female figurines represented in relief on a rectangular plaque have been discovered. They resembled earlier brides' figurines in their nakedness, coiffures, tattoo patterns and occasionally having an infant next to their bodies.[15] During the Ptolemaic and Roman periods (332 BC-395 AD) various types of these female figurines were known especially that with a child. Some figures were sculptured with oversized organs and are characterized by unfinished feet, large naval and the pronounced pubic triangle with the small tic marks depicting hair. Flinders Petrie described them as 'massive forms of extreme coarseness', while Teeter called them 'pug-ugly'.[16] In the Coptic era (395-641 AD) brides of the dead were often very simple, rough and their sexual organs are clearly depicted.[17]

Similar brides' figurines were also found in other civilizations such as in Greece. Joan Reilly proposes that the tiny 'doll' figure of a mature, limbless, nude woman, seen held by young or adolescent girls on Athenian grave monuments is not a doll but a religious votive. She argues that the scene illustrates the child performing a ritual dedication at menarche, a ritual to assure the child's healthy development into a functioning, mature woman.[18]

Similar female figurines were found in the ancient Roman Byzantine cemetery in Khirbet es-Samra in Northern Jordan. They were known as the 'Samra Dolls', made from plastic and the available evidence date them to the 7th Century AD. Others were exhibited in museums in Syria and Turkey. The figurines were related to funerary practices or symbols of virginity.[19]

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[15] Rotté, E. (2012). 'Egyptian Plaque Terracottas of Standing Nude Women from the Late Period: Egyptian Heritage or Foreign Influences.' Newsletter of the Coroplastic Studies Interest Group (CSIG).' Winter 7: 13-15.

[16] Teeter, (2011). Religion and Ritual in Ancient Egypt. Ibid. 89.

[17] Shaw, I. & P. Nicholson (1995). The Dictionary of Ancient Egypt. 265-266. London: British Museum Press.

[18] Reilly, J. (1997).'Naked and Limbless: Learning about the Feminine Body in Ancient Athens.' In: A.O. Koboski-Ostrow & C.L. Lyons, Naked Truths: Women, Sexuality and Gender in Classical Art and Archaeology, 154-174. London: Routledge.

[19] Nabulsi, A.J. (2012). 'The Khirbet Es-Samara Plaster Figurines.' Newsletter of the Coroplastic Studies Interest Group (CSIG).' Winter 7: 9. Figure 1.

Brides of the Dead Terminology

There is no specific term for brides of the dead in ancient Egypt. Nevertheless, several terms for clay female figurines have been recently identified.[20] Many trials were made to find connections between the surviving texts and such artifacts. As texts are the most formative type of source. A spell from Papyrus Turin 54003, rt. 13-16 for warding off venomous snakes.[21]The spell calls for a *sỉn n ȝst*, *sỉn*, *sỉn n ȝst*, which can be translated as 'clay figurine of Isis'.[22] Another spell to relieve a stomachache, ritual 12, 2-12, 4 from Papyrus Leiden.[23] The spell calls for the words to be spoken over a *rpyt nt sỉnt*, 'a clay bride figurine', and for the pain to be transferred into this *rpyt ȝst* or 'female figurine of Isis', namely *rpyt*, *rpyt nt sỉnt*, *rpyt ȝst*.[24] The term *rpyt* may be understood as a generic one applied to female images of different sizes and materials, including magical figurines.[25] Inscribed brides' figurines were very rare, only three examples were known, each bearing an appeal for a child. The wording of the appeals is indicative of a funerary context. In one case, the magical offering formula the so-called '*ḥtp dỉ nswt*' formula is depicted, suggesting an additional role for these brides in a tomb setting.[26]

[20]Waraska, E. (2009). Female Figurines from the Mut Precinct: Context and Ritual Function. 150-174. Vandenhoeck & Ruprecht Göttingen: Academic Press Fribourg.

[21]Papyrus Turin 54003, is a single sheet of papyrus with unknown provenance, and was presented in facsimile with transcription, transliteration, translation and commentary by Alessandro Roccati in 1970. Roccati dates the text of the papyrus to the late First Intermediate period and early Middle Kingdom.

Roccati, A. (1970). Papiro Ieratico N.54003: Estratti Magici e Rituali del Primo Medio Rgno. 12-20. Turin: Edizioni d'Arte Fratelli Pozzo.

[22]Waraska, E. (2009). Female Figurines from the Mut Precinct: Context and Ritual Function. Ibid. 123-130.

[23]Papyrus Leiden was found in Memphis, written in Hieratic script and dated to the 19th Dyn. It was kept in Leiden museum since 1826. The text of the papyrus is written in Middle Egyptian with Late Egyptian influences. It was first published in the mid 19th Century, but the fullest and most recent treatment is the doctoral thesis of Joris F. Borghouts.

Pleyte, W. (1866). Étude sur un Rouleau Magique du Musée de Leide; Traduction Analytique et Commentée du Pap. 348 Revers. Leiden: Brill; Borghouts, J. (1971). The Magical Texts of Papyrus Leiden I 348.1-25. Leiden: Brill.

[24]Waraska, E. (2009). Female Figurines from the Mut Precinct: Context and Ritual Function. Ibid. 149-150.

[25]Eschweiler, P. (1994). 'Bildzauber im alten Ägypten : die Verwendung von Bildern und Gegensständen in magischen Handlungen nach den Texten des Mittleren und Neuen Reiches.'Orbis biblicus et orientalis 137. 31-32. Freiburg: Universitätsverlag.

[26]Pinch, G. (1993). Votive Offerings to Hathor. 217-218.

Methodology

This paper aims to be a descriptive and an analytical study of the origin, patterns, materials, terminology, accessories and tattoos of the so-called 'brides of the dead' in ancient Egypt, and searching for their functions and ritualistic role in the Egyptian burials.

Results and Discussion

Brides of the dead in ancient Egypt are a very unique class of sculptured artifacts, but their exact function has remained indefinite. They have been categorized as 'toys', 'dolls', 'concubines' or 'fertility figurines'. Most of these terms were based on their iconography which highlighted their sexual organs, materials as well as tattoo patterns pierced on their pelvic regions and thighs. Tattooing may have been a mostly gender-specific in ancient Egypt, as tattooing seems to be a female province.[27] Owing to the legless of most of these figurines, this could either be to limit the figurine's capability to leave the tomb, or to point out the erotic parts which serve their concept.[28]

These brides' figurines were thought to serve as male tomb owners' magical sexual partners in the next life. According to later discoveries, it has been established that the female figurines could be placed in the tombs of men, women and children as well as deposited in tombs, domestic and temple areas.[29]

Another theory on the function of brides' figurines is the 'votive fertility figurines' suggested by Pinch.[30] The images of the figures and their discovery in temples dedicated to Hathor and domestic burials, as well as the textual evidence and the few inscribed brides' figurines asking for the birth of a child. This thesis has been expanded to put brides' figurines in a broader range of magico-medical rituals and not exclusively related to rebirth and fertility issues. Magical spells calling for female figurines of clay and wood reveal that such artifacts were ritually manipulated in certain rites to repel venomous creatures and heal stomachaches. It was

[27]Poon, K.W.C. & T.I. Quickenden (2006). 'A Review of Tattooing in Ancient Egypt'. *The Bulletin of the Australian Center for Egyptology (BACE)* 17: 123-136.
[28]Pinch. (2006). Magic in Ancient Egypt. 126.
[29]Waraska, (2008). 'Female Figurines (Pharaonic Period).',3.
[30]Pinch, G. (1983). 'Childbirth and Female Figurines at Deir el-Medina and el-'Amarna.' Orientalia 52: 405-414; Pinch, (1993). Votive Offerings to Hathor.218.

suggested that these figurines are thus best understood as a part of ritual kit applicable to a range of magico-medical rituals.[31]

In a shaft that dated back to the 13th Dyn. (1795-1650 BC), and may be belonged to a doctor or a magician, a box was found containing papyri, including magico-medical spells for protecting women and children. Next to the box, there were found five faience female brides, a paddle doll, magical wands[32] and a wooden figurine of god Bes.[33] In this case, it seems that the artifacts found in the tomb belong to the context of protective rituals through investing the fertility brides' figurines with magical power.[34]

One significant aspect of brides' figurines is their pattern of breakage. Although some figurines were found in perfect state of preservation, many display a clean break through the arms and torso-hip region. Such breakage could be indicative of deliberate destruction, which most likely occurred as a result of a ritualistic magical use of the brides. Thus this breakage may indicate their temporary utility.[35] Some Egyptologists suggested that the ritual breakage cannot be an overall rule, while the others like Anna Stevens who indicated that such breakage and burning of brides' figures from Amarna resulted from exercising certain magical rites that done as a domestic religion in the site.[36]

The concept of fertility was of major importance in Egyptian life, literally to have children was a matter of life and death to the Egyptian family,

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[31] Waraska. (2009). Female Figurines from the Mut Precinct: Context and Ritual Function.. 150-174; Pinch. (2006). Magic in Ancient Egypt. 131.

[32]These curved amulets were inscribed with texts, figures of protective deities and mythical animals that were thought to have magical and protective powers for its owners. These wands were offered to women, especially to young mothers, to protect them and their children against demons bearing sickness.

Altenmüller, H. (1986). 'Ein Zaubermesser des Mittleren Reiches.' *Studien Zur Altägyptischen Kultur* (SAK) 13: 2-20.

[33]God Bes was the patron god of household, private life of women, childbirth, sexuality, subsequent children, dancers and musicians. He was commonly represented in the form of a dancing dwarf.

Romano, J.F. (1980). 'The Origin of Bes Image.' *Bulletin of the Egyptological Seminar* 2: 39-56.

[34]Pinch, (1993). Votive Offerings to Hathor. 217-223.

[35]Jacquet, J. (2001). Karnak-Nord IX. Fouilles de L'Institut Français d'Archéologie Orientale 44. 62. Cairo: Institut Français d'Archéologie Orientale; Kemp, B. (1995). 'How Religious were the Ancient Egyptians?.' *Cambridge Archaeological Journal* 5 (1): 25-30.

[36]Stevens, A. (2003). 'The Material Evidence for Domestic Religion at Amarna and Preliminary Remarks on its Interpretation.' *Journal of Egyptian Archaeology* 89: 158-161.

especially for the agricultural production. Thus human fertility was traditionally maintained by protective rituals, medicine and magic.[37] Brides' figurines were one of these fertility sources for the dead in ancient Egypt. Some funerary spells stated that a man will be able to have sex with his wife and beget children in the afterlife. Spell 576 of the Coffin Texts is a spell for helping the deceased in enjoying sex in the other world.[38]

Awakening in the afterlife may be expressed in terms of rebirth or regaining sexual potency. Motifs of naked or semi-naked female figures in ancient Egyptian conventional art either depicted on wall paintings or on artifacts as brides' figurines, from the predynastic period to the Coptic era, embodying the idea of fertility, birth and regeneration.[39]

Brides' figurines were closely associated with deities attached to the entire cycle of fertility, childbirth and delivery. Goddess Isis who was regarded as the protective mother-goddess, resulted from her role in the Myth of Osiris and Horus. Moreover she was a protector of children both unborn and infants, as well as marriage and childbirth.[40] Both Taweret and Bes were connected with pregnancy, childbirth and infants and were worn by women as amulets and wands in different forms. God Bes was not limited to children and pregnant women, but he was considered as the protector of female province, especially the dancing girls and female musicians who were tattooed by the image of Bes on their thighs for protection, seductive and erotic purposes.[41] Goddess Taweret was occasionally painted on brides' figurines, an example of headless wooden paddle doll (2000-1800 BC), was painted with the image of Taweret seeking for her supernatural protection for the bride's owner.[42]

Goddess Hathor was the patron deity of love, music, dance, sexuality, fertility, childbirth and motherhood in ancient Egypt, and closely related to fertility figurines which were found in great number within the precinct of Hathor's chapels. Additionally the *menat* collar, one of the emblems of

[37]Robins, G. (1994-1995).'Women and Children in Peril: Pregnancy, Birth and Mortality in Ancient Egypt.'*A Modern Journal of Egyptology (KMT)* 5 (4): 29.
[38]Pinch. (2006). Magic in Ancient Egypt.124.
[39]Robins, G. (1996). 'Dress, Undress, and the Representation of Fertility and Potency in New Kingdom Egyptian Art.' In: N.B. Kampen(ed.), *Sexuality in Ancient Egypt*, 30-34. Cambridge: Cambridge University Press.
[40]Manniche, L. (1997). Sexual Life in Ancient Egypt. 53-58. London and New York: Kegan Paul International.
[41]Kamal, S.M. (2009).'A New Concept of Tattoo in Ancient Egypt.' *Journal of Faculty of Tourism and Hotels-Fayoum University* 4 (1 March): 75-79.
[42]Pinch, (2006). Magic in Ancient Egypt. 127. Figure. 67.

goddess Hathor was commonly worn by most of brides' figurines.[43] Mut as a mother goddess, Selqet and Nephtyth as protective goddesses were also associated with the concept of Brides' figurines.

Some female figurines were identified as goddesses, especially those of terracotta and dated back to the predynastic period the well known as 'bird lady', **(Figure 5).** It is completely difficult to determine whether the figurine is a goddess or a human. This mythical combination between the bird facial features and human body could be to benefit from the supernatural power of this figure for the sake of her owner.[44]

The cowrie shell served as a protective health amulet for women due to its resemblance to the female private area. These amulets were worn strung as girdles by women from different social classes such as noblewomen, dancers and musicians. They were also worn as amulets or tattooed on the bodies of brides' figures **(Figures 9, 10)**.[45]

Conclusion

Brides of the dead in ancient Egypt were representations of human fertility as they were found in male, female and children burials. They were placed to guarantee eternal rebirth, symbolizing the sexual aspects of regeneration. Being in settlement sites could be believed to enhance women fruitfulness and men potency, while their presence in the burials, would guarantee the deceased's sexual power in the afterlife regardless of his gender, social status or age, as human fertility was such a critical issue in ancient Egypt. It seems that these brides were meant to be erotic and seductive figurines as nudity and semi-nudity had a sensual and erotic effect.

Brides' figurines could be classified as fertility artifacts in accordance with their discovery site. They could be kept in settlement quarters to encourage the continuing fertility of the household. They could be given as an offering at shrines dedicated to goddesses like Hathor, an icon in sexual and birth related matters.

The position of brides' arms if not raised, they were commonly crossed over their breasts, waists, or holding their breasts and rarely touching their nipples. Others were stretching their arms till their tattooed waists or

[43]Tyldesley, J. (1995). Daughters of Isis : Women of Ancient Egypt. 253. London: Penguin Books.
[44]Petrie, F. (1901). 'The Races of the Early Egypt.' *The Journal of the Anthropological Institute of Great Britain and Ireland*' 31: 248-255.
[45]Tyldesley, J. (1995). Daughters of Isis : Women of Ancient Egypt. 259.

thighs. All these attitudes were most probably done deliberately to highlight the most erotic parts of the female figurines.

The material and tattoo patterns of the brides may have been indicated to their significance and role in ancient Egypt. Most brides' figurines were made from blue faience or clay, as the blue color was symbol of eternal resurrection and renewal. Thus regenerating the tomb owner, while clay refers to rebirth and revival as it was thought that god Khnum was fashioning the infant baby from clay on his potter wheel.

The dots and dashes of tattooing may hold protective and fertility promoting significance. These designs of tattoos may also were a quest for spiritual and medical protection.

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Figures

Figure 1. Blue faience bride's figurine, JE 47710 Cairo Antiquity Museum,11th Dynasty, Theban Necropolis, Tomb of Neferḥotep (TT316).

Figure 2. A clay bride's figurine holding an infant over her right buttock,with tattoo patterns and tripartite wig, Middle Kingdom date, Berlin Museum no. 14517

Figure 3. A clay seated bride's figurine, Predynastic date, late Naqada II and early Naqada III, the Metropolitan Museum of Art

Figure 4. A clay seated bride's figurine, with rough triangular head and a pinched nose, predynastic period.

Figure 5. A pottery bride's figurine, whose small head depicted with beak-like face on long shoulder and the arms uplifted with hands turned in and pointed, predynastic period, Naqada II date, Brooklyn Museum.

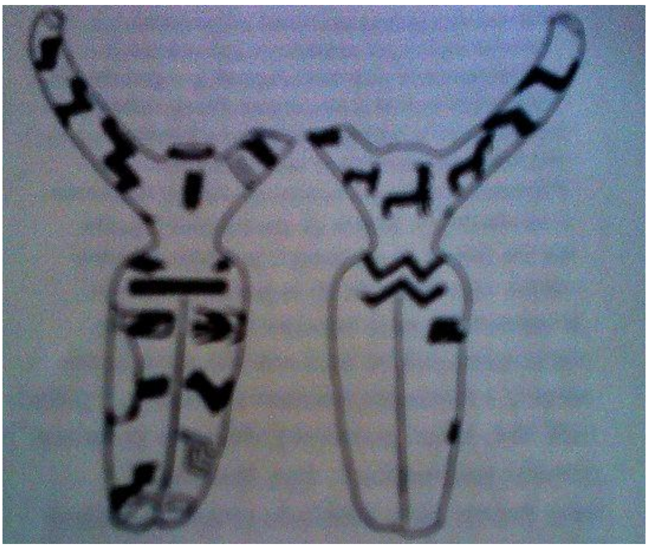

Figure 6. Two brides' figures whose bodies are adorned with abnormal tattoo patterns which resemble abstract decorations appeared on certain predynastic vessels.

Figure 7. A wooden paddle doll, painted with a geometric pattern of dots and dashes, tattooed to represent clothing or jewelry, having a wig composed of unfired clay and faience beads strung on flax fiber, Middle Kingdom date

Figure 8. An ivory bride's figurine with a tripartite wig, prominent breasts and tattoo patterns on the chest as a necklace of shells, with the image of a cat, probably presenting goddess Bastet, Third Intermediate period.

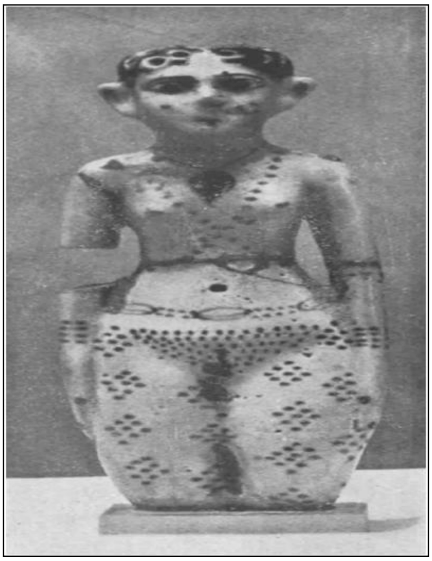

Figure 9. A blue faience bride's figurine, with tattoo patterns on chest, thighs and pelvic region, Middle Kingdom date, Louvre E. 10942.

Figure 10. A blue faience bride's figurine, tattooed with dots, dashes and the cowrie-shell girdle on the pelvic region and thighs, Middle Kingdom date.

Internet vs. Travel Agencies: the Effect of Online Booking on Travelers Purchasing Behavior and the Future of Travel Agencies

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Abstract

Internet is a reality of today's tourism industry, as it offers a new context in which to do business, switching from a channel to a media perspective. Advanced communication technologies and the growing availability of travel services and related tourism products on Internet over the past few years have aimed at encouraging travelers to give up using travel agencies. Travel services and tourism products are usually bought without experiencing them first, so buying them online is not so different from offline experience. Thus, some authors have predicted that travel agencies will no longer exist in the future as travelers turn to Internet to book their travel and tourism products. This exploratory research identifies opinions on Internet, online booking and the future of travel agencies. A questionnaire survey was conducted among Egyptian travelers. The research results suggested that although more travelers are turning to Internet, yet some were doubtful to book online. Currently, online booking is increasing; as more experienced and active young Internet users are entering the travel market and making online reservations. It might be impossible to make accurate forecast of the effects of Internet on the travel agencies, but what is more important is that travel agencies must be aware of the changes that are taking place in the travel and tourism industry, and realize how travelers see and use Internet.

Keywords: e-commerce, internet, online booking, traveler, travel agencies, tourism suppliers, World Wide Web.

Introduction

Information technology (IT) has significantly transformed travel and tourism (Sheldon, 1997; Werthner and Klein, 1999). From the development of Computer Reservation Systems (CRSs) in the 1960s to the Global Distribution Systems (GDSs) in the 1980s and the dawn of Internet in early 1990s (Xiang et al., 2015), the tourism industry has always been faced with the rise of new technological developments that created both opportunities and challenges (Buhalis and Law, 2008).

As Internet reached more than twenty years, it continues to change and impact the way travelers access and use travel-related information (Xiang et al., 2015). First, Internet is now consisted of a massive amount of information which basically symbolizes the 'external memory' for many people; accordingly, they have become ever more dependent upon it for everyday life (Sparrow et al., 2011). As a result, tools such as search engines have become a dominant force that influence travelers' access to tourism products (Xiang et al., 2008). Second, the remarkable growth of social media has altered the dynamics of online communications (Xiang and Gretzel, 2010; Sigala et al., 2012). Third, recent developments in mobile computing, particularly with the implementation of smart phones and their applications for travel, posed new area for information search and use (Wang et al., 2012), thus by all means Internet become more and more important to nowadays travelers.

The effect of Internet on the tourism industry is clearly evident in which, is 'highly information intensive' (Sheldon, 1997), as information is widely circulated by Internet so it is easily understood why Internet is a perfect distributing channel for tourism (Lang, 2000). From a supplier's perspective, the success potentials derived from operating a Website consist of lower distribution costs, higher revenues, and a larger potential market share (Dolnicar and Laesser, 2007). For travelers, Internet allows direct communication with tourism suppliers to facilitate requests for information, and allows services and products to be purchased at any time and any place (Olmeda and Sheldon, 2001).

Internet is one of the most important issues for travel agencies. Some authors have predicted that travel agencies will no longer exist in the future as travelers turn to Internet to book their travel and tourism products (Lang, 2000). It is important to note that Internet is not a new distribution channel, suppliers, such as airlines and hotels, are making strategic decisions to target travelers directly and bypass the traditional distribution channels (Walle, 1996). By selling direct on Internet they allow travelers to directly access their reservation systems (such as British Airways, Marriott Hotels, Avis) or Web-based travel agents (e.g. Expedia.com, ebookers.com, Travelocity.com) (Buhalis and Licata, 2002). In addition to the previously stated channels, there is a gradual emergence of further new ones using mobile devices (e.g. mobile phones, palm tops, etc) (Buhalis and Licata, 2002). Travel services and tourism products are usually bought without experiencing them first, so buying them online is not so different from offline experience (Bringgs, 2001). For this reason, Internet has become an essential distribution tool for the tourism industry (Cosma et al., 2002). There is no doubt that the number of Internet users has been growing exponentially, along with the number of travelers turning to Internet for their travel arrangements (Lang, 2000).

A lot of the latest literature has focused on the dynamic and competitive environment in which travel agencies operate. Nevertheless, there are apparently little researches on the impact of online booking from the travel consumers' perspective. Therefore, the aim of the present exploratory research was to investigate the purpose of using Internet by Egyptian travelers, to identify online travelers' socio-demographics and in particular, to examine the trend to use Internet or a travel agency when planning and arranging their trips. Finally, the research also expands on the expected future of travel agencies. Accordingly, the study hypothesized that:

H1: The socio-demographic characteristics significantly influence travel consumers booking online.

H2: Using Internet in Tourism is significantly correlated with travel consumers booking online.

H3: The existence of travel agents in the future is significantly correlated with travel consumers not booking online.

H4: The increase in online booking by travel consumers is negatively correlated with the existence of travel agents in the future.

The structure of the paper was as follows. This is the first section in which an introduction and background of the topic was given. Section two presented the existing relative literature. Section three discussed the survey methods adopted. The findings derived were discussed in section four. The last section concluded the paper.

Literature Review

Internet and electronic commerce (e-commerce) developments in the late 1990s and the adoption of tourism as one of the prime 'Business to Business' and 'Business to Consumers' application (Buhalis, 1998; Smith and Jenner, 1998; O'Connor, 1999), has changed the way suppliers distributed their tourism products in the marketplace (Buhalis and Schertler, 1999; Sheldon et al., 2001). The introduction of Internet as a universal and interactive means of communication, and the parallel change in travel consumer behavior and attitude, have therefore, shifted the traditional way tourism and travel products are distributed (Werthner and Klein, 1999; O'Connor and Frew, 2000).

Traditional distribution and, afterward, customer services related to the product depend upon what so- named 'intermediaries' (i.e., tour operators and travel agencies) (Xiang et al., 2015). Thus, product distribution and customer services were narrowed in their scope and reach in the period before Internet (Sheldon, 1997; Werthner and Klein, 1999). Since, the emergence of Internet in 1993, it has permeated all facets of life (Castells, 2011). Internet offers a new context in which to do business, switching from a channel to a media perspective (Rayport and Sviokla 1994), with numerous implications for the distribution of products (Weiber and Kollmann, 1998). This has led to drift towards 'disintermediation', so the exclusion of middlemen between travel services providers and consumers is eagerly noticeable (Cheyne et al., 2006).

Internet is a reality of today's tourism industry; it has penetrated the decision-making process of travel as well as affected how transactions are made (Gursoy and Umbreit 2004; Beldona 2005), resulting in some major changes within the travel industry (Smith 2004). The adoption of Internet provided the foundation for the development of new systems connecting travelers and CRSs/GDSs (Werthner and Klein, 1999), and in the late 1990s it allowed the entry of a series of online travel agencies such as Expedia, PreviewTravel, Priceline, and TravelBids providing travelers with direct access to the travel market (Xiang et al., 2015). These new intermediaries provided new benefits for both travelers and suppliers because they reduced transaction costs, increased discounts for travelers and eliminated the coordination mechanisms from other sales channels (Werthner and Klein, 1999). Apparently, these new intermediaries have been widely adopted by travelers, as it has been claimed that, as of July 2013 Expedia has almost 12.4 million monthly visitors, while Tripadvisor has 57 million users and approximately 2800 new topics were posted everyday to the Tripadvisor forums (Xiang et al., 2015). Thus, it might be assumed that travelers will make some changes in the travel industry, and Internet usage will eventually affect the future of travel agencies (Cheyne et al., 2006).

Gradually more travelers carry out their whole tourism information search or booking online and, therefore, the role of traditional intermediaries has been changing spectacularly (Buhalis and Licata, 2002). The travelers can tap several channels and different media in conjunction and simultaneously providers have to ensure that their services are present (in terms of providing information as well as possibilities for transactions) on all relevant channels (Reinders and Baker 1998). Today, travel consumers are in the tourism driving-seat (O’Connor, 1999). They are more and more experienced of using Internet. Organizations that disregard this fact will be left behind in the rise of other organizations that offer more consumer-focused self-service technologies (Christiansson and Sporrek, 2003).

Previous studies illustrated that tourism services offered over Internet are becoming more common. Some frameworks provided insights to the understanding of travelers' usage of Internet for travel and tourism. For instance, a study investigated the travel purchasing behavior of Americans travel consumers, where it is generally recognized that a high level of Internet usage exists. The findings suggested that travel consumers were gradually turning to Internet and the main purpose for using it was for obtaining information but few regularly book online (Lang, 2000). Whilst, a more recent on-going longitudinal study that was conducted by the National Laboratory for Tourism and e-commerce at Temple University; to identify behavioral changes taking place in the past six years in American travelers’ use of Internet in travel and tourism. The results reached the following: (1) Internet was number one source of information in trip planning and many travelers were extremely reliant on it in searching and organizing their next trip, (2) travel products such as air tickets, accommodations, and car rental lead the online travel market as the most products purchased online, and (3) in general, Internet has become the most important travel planning tool among all generations, however, younger generations, specifically Gen Y (age range between 20 and 32), are more active in using Internet and using online travel agencies to make reservations (Xiang et al., 2015).

A survey was designed to examine the function of Internet used as a self-service technology in an online booking service offered in an online site in the name of 'Book West Sweden'. The online site included packages and links to tourism products that the area offers. The result confirmed that online bookers only counted to about one third of the total bookers. In spite of the tourists' satisfaction with the experience of booking online and the intention to book again next time, however awareness of the booking site’s existence was a key factor to consider, if many other consumers did not know about the online site so this would limit the number of bookers in the future (Christiansson and Sporrek, 2003). Another study was employed to find why Romanians use Internet, if they practice tourism and their online preference usage. The results indicated that searching for information, followed by comparing tourism offers and shopping online tourism products were the most preferred usage of Internet (Cosma et al., 2012).

There are major challenges confronting travel agencies as the main intermediaries in tourism. It has been assumed for quite some time that a profound disintermediation is taking place (Dolnicar and Laesser, 2007), driven by the enabling power of Internet, which enables travelers to substitute themselves for travel agencies and make their own arrangements (Laesser and Jaeger, 2001; Tse, 2003; Law et al., 2004). Advanced IT and the growing availability of travel services and related tourism products on Internet over the past few years have aimed at encouraging travelers to give up using travel agencies (Caywood, 1999; Loverseed, 1999; Murray, 1999). In addition to, airline cutting of, and limits on commissions paid to travel agencies and the dawn of electronic ticketing (Cheyne et al., 2006), have collaborated mainly in favor of the suppliers and at the expense of the travel agencies (Barnett and Standing, 2001). This had exaggerated the competition between Internet and travel agencies further.

There is a great debate in the literature regarding the advantages for travel consumers doing their travel arrangements using Internet. Some authors had suggested that Internet provides them with more information, quicker responses and usually lower prices than they can accomplish when making travel arrangements through a traditional travel agency (Anthes, 1997). Conversely, many writers supported the travel agencies in providing better service than Internet; especially when making complex travel arrangements (Pappas, 1997), answering inquiries (Furger, 1997), solving problems (Cheyne et al., 2006) and maintaining a relationship with travel consumers (Fastie, et al.,1998). Travel agencies are considered as personalized consultants (Lyle, 1995; Walle, 1996; Paulson, 1997; Palmer and McCole, 1999). Travelers can save quite a time in the preparation and arrangements of their trips; by the unbiased advice that provide adds value for travel consumers (Cheyne et al., 2006), even though the increasing usage of Internet in making travel arrangements.

Still, the IT developments will generate more problems for travel agencies that fail to adapt, as new electronic intermediaries will be competing to maximize their market share by adding value and benefits for both service suppliers and travel consumers (Buhalis and Licata, 2002). Thus, travel agencies must specialize their activities (Lowengart and Reichel, 1998). They should reconsider the means of doing business to ensure that they remain in the market and benefit from the developing opportunities

(Buhalis and Licata, 2002). Travel agencies should move from a focus on transaction processing to the provision of consultative services (Standing and Vasudavan, 2000). They should place themselves as travelers' advocates who will find the best deals for them (Cheyne et al., 2006), and concentrate on providing information and details that are not available on Internet (Samenfink, 1999). On the other hand, there is a significant possibility for travel agencies to expand their use of IT, by developing their own websites to include online bookings (Cheyne et al., 2006). Using innovative interfaces, travel agencies will be able to distribute their products to a wider population and to enhance their competitive position (Buhalis and Licata, 2002).

Methodology

Research Instrument

To carry out with this examination; a questionnaire survey was conducted. The questionnaire consisted of three sections, in which the first section referred to the socio-demographic characteristics of the respondents such as gender, age, occupation, annual income and education. Following that, the respondents had to reply to a variety of questions related to their usage of Internet, channels in which they refer to when planning their travel, general travel purchasing behavior, using their credit card details over Internet and their opinion about the future of travel agencies. Afterwards, the respondents would answer according to their personal relevance a set of questions aimed at measuring the degree of agreement or disagreement of the usage of Internet in purchasing tourism products and the future of travel agencies; by using a five-point Likert Scale, ranging from 1= 'strongly disagree' to 5= 'strongly agree'. A useful listing of questions was found in earlier studies (Lang, 2000; Christiansson and Sporrek, 2003; Cosma et al., 2012). So the most relevant questions to the research objectives were adapted. Prior to the formal survey, various faculty members and practitioners in the field of tourism were consulted, and based upon that, a questionnaire was developed. A pilot test was conducted among 10 Egyptian residents to modify any ambiguous or misleading questions. This procedure provided also valuable information about the questionnaire design, wording and measurement scales.

Sample Size and Data Collection

The study population consisted of travelers who were Egyptian residents and who were in the public seating area at Borg El Arab Airport and Cairo International Airport on, 25th and 26th of November 2015. Travelers who were 18 years or more where approached. It was carefully explained to the respondents that those who do not book online views were as important as those who book online, and that the questionnaire was not a test of their Internet knowledge. It was aimed to collect 200 questionnaires, but in total, only 83 completed questionnaires were obtained with response rate of 41.5%. Three questionnaires for respondents who were non Egyptian residents were excluded, which resulted in a final sample of 80. Those who refused to participate stated time and language (as the original questionnaire was written in English) as the main reason.

Data Analysis

To demonstrate the characteristics of the respondents obtained data, frequency and percentage distributions were calculated. Regarding the questionnaire statements, mean and standard deviation were computed. In respect of, the difference between independent variables and questionnaire statements whether it is meaningful to analyze; the one-way analysis of variance (ANOVA) and t-test were applied. Pearson Correlation was also analyzed to measure the degree of inter-relationship between the different categories of research questions. Cronbach's alpha was conducted; the values ranged between 0.86 and 0.91. Consequently, the questionnaire has considerable reliability (Kaiser, 1974; Nunnally, 1978).

Findings

Respondents Profile

Table 1 illustrates the distribution of the respondents' socio- demographic data, where 57.5% of the respondents were males and 42.5% were Females. More than half of the sample (63.7%) aged between 46 to 60 years, 27.5% aged between 30 to 45 years and 8.8% aged between 18 to 29 years. Almost half of the sample (48.8%) occupation was mangers or business owners, 22.5% was free profession (doctor, engineer, lawyer, etc.), 15% was house wives, 7.5% was unemployed, and 6.3% was employees. Two-thirds of the sample (62.5%) annual income was more than 60,000 pounds, 16.3% ranged between 40,000 and 49,999 pounds, 7.5% of the sample annual income was under 20,000 pounds or ranged between 50,000 and 59,999 pounds, and 6.2% ranged from 30,000 to 39,999 pounds. Finally, 86.3% of the sample had a university degree and 13.7% had a post- graduate degree.

Table 1: Respondents' Socio-Demographics.

	Frequency	Percent
Gender:		
Male	46	57.5
Female	34	42.5
Age:		
18-29	7	8.8
30-45	22	27.5
46-60	51	63.7
Occupation:		
Manager or business owner	39	48.8
Employee	5	6.3
Free profession (doctor, engineer, lawyer, etc.)	18	22.5
Housewife	12	15
Unemployed	6	7.5
Annual income:		
LE 20,000 or less	6	7.5
LE 20,001– LE 29,999	-	-
LE 30,000– LE 39,999	5	6.2
LE 40,000– LE 49,999	13	16.3
LE 50,000– LE 59,999	6	7.5
LE 60,000 or more	50	62.5
Education:		
University degree	69	86.3
Post university studies	11	13.7

Respondents Purchasing Behavior

Table 2, showed a remarkable percentage (85) of all the respondents had been using Internet for more than seven years and only 15% of the respondents had been using Internet for less than that. Approximately, two-thirds (63.8%) of all the respondents referred to Internet when planning their travel, 28.8% of all the respondents referred to traditional Travel Agency and 7.5% of all the respondents referred to online Travel Agency. Nearly all (83.8%) of the respondents stated that they make their travel arrangements prior to their departure and only 16.3% make their arrangements once they reached the destination. Almost three-quarters (71.3%) of all the respondents would put their credit card details over Internet, the remaining quarter (28.8%) of all the respondents are not sure to do so. Finally, regarding the respondents' opinion of the existence of travel agencies in the future, just about three-quarters (71.3%) of all the respondents stated that travel agencies would not exist in the future, while the remaining quarter (28.8%) of all the respondents stated the opposite. Those late two findings were exciting results as the same percentage of respondents who dared to put their credit card details over Internet felt that there was no need for the travel agencies in the future.

Table 2: Respondents' general travel behavior

	Frequency	Percent
How long have you been using the Internet?		
1–3 years	6	7.5
4–6 years	6	7.5
7 years or more	68	85.0
What channel do you refer to when planning your travel?		
Traditional Travel Agency	23	28.8
Online Travel Agency	6	7.5
The Internet	51	63.8
General travel purchasing behavior:		
Pre-booked travel arrangements prior to departure	67	83.8
Make arrangements once reached the destination	13	16.3
Would you put your credit card details over the Internet?		
Yes	57	71.3
Not sure	23	28.8
In your opinion travel agencies would exist in the future?		
Yes	23	28.8
No	57	71.3

Purpose for using Internet in Tourism

As highlighted in Table 3, Internet was used in Tourism especially; for checking information about hotels and air fares and flight schedules and making online Hotel booking and Flight reservation. Only in the fifth place was searching for information about a destination. Last but not least come last-minute or online specials and obtaining information before going to a travel agency. The least purposes for using Internet in Tourism were car hire and communicating with other travelers online. Definitely the most interesting point to note in Table 3 was that, respondents had obtained information on Internet before going to a travel agency. In addition, as stated previously that two-thirds of all the respondents referred to Internet when planning their travel and nearly all of them had been using Internet for at least one year (Table 2). This could certainly threaten the future of travel agencies as more experienced Internet users substituted themselves for travel agency.

Table 3: Respondents' perception of purpose for using Internet in Tourism.

Purpose for using Internet in Tourism	Mean	S.D.	Rank
to search for information about a destination	4.70	0.46	5
to check air fares and flight schedules	4.78	0.80	2
to check for information about hotels	4.86	0.35	1
to make an online Hotel booking	4.78	0.42	3
to make an online Flight reservation	4.70	0.60	4
to make an online car hire	3.73	0.94	8
to search for last-minute or online specials	4.64	0.73	6
to obtain information before I go to a travel agency	4.10	0.96	7
to communicate with other travelers online	3.49	0.98	9
Total	4.23	0.42	

Advantages of online booking

Respondents were asked to rate the advantages of online booking; the results are given in Table 4. From the respondents point of view the most important advantages of online booking was the detailed and up to date information, easy to compare prices, easily accessible, convenient and instant access for enquiries and bookings, avoidance of travel agency fees and charges and no sales pressure to make instant decisions. Other advantages included saving time, easy to use and personal control over booking. Noteworthy points that must be taken into consideration were no travel agency fees when booking online and no sales pressure, which means that the respondents could search for information online and were not under pressure to take an immediate decision for purchasing or paying extra fees for information available on Internet with only a touch of a button. In addition to, the results of the survey mentioned previously in Table 2 that three-quarters of all the respondents stated that there was no need for travel agents in the future; this would show that the respondents were not happy with the way travel agencies are doing business and did not encourage the existence of travel agencies in the future.

Table 4: Respondents' perception of advantages of online booking .

Advantages of online booking	**Mean**	**S.D.**	**Rank**
Easy to use	4.30	0.60	8
Detailed and up to date information	4.93	0.27	1
Easily accessible	4.86	0.35	3
Convenient and instant access for enquiries and bookings	4.79	0.41	4
Avoidance of travel agency fees and charges	4.39	0.61	5
No sales pressure to make instant decisions	4.38	0.49	6
Easy to compare prices	4.93	0.27	2
Personal control over booking	4.23	0.57	9
Saving time	4.36	0.48	7
Total	4.37	0.49	

Reasons for not booking online

Obviously, the most stated reasons for not booking online (Table 5) were special offers not available online, Websites not capable of complex booking and issue of credit card security. The next most stated reasons were lack of personal service and no reason to change, which was just respondents' pure habit. Other important reason for not booking online was happy with my travel agency, which showed that some respondents were loyal to the travel agency. Followed by, lack of confidence in technology use, cannot confirm validity of Websites, too close to departure date to book online, information overload and confusion, prices or information not up to date and takes too much time. The issue of credit card security is still the key that hinders booking online which was already noted by the respondents in Table 2, as almost quarter of all the respondents were not sure when asked if they would put their credit card details over Internet. Perhaps this would be simply the main reason for the existence of travel agencies in the future as some travelers just did not trust Internet and did not believe in complete security.

Table 5: Respondents' perception of reasons for not booking online.

Reasons for not booking online	Mean	S.D.	Rank
Takes too much time	1.35	0.71	12
Happy with my travel agency	1.86	1.25	6
Lack of confidence in technology use	1.86	1.19	7
Information overload and confusion	1.64	1.11	10
lack of personal service	2.09	1.37	4
Issue of credit card security	2.20	1.26	3
No reason to change	1.90	1.07	5
Websites not capable of complex bookings	2.35	1.24	2
Cannot confirm validity of websites	1.86	1.14	8
Prices or information not up to date	1.56	0.88	11
Too close to departure date to book online	1.69	0.94	9
Special offers not available online	2.42	1.61	1
Total	1.89	0.85	

Reasons for travel agencies existence in the future

Nearly three-quarters of all the respondents stated that there was no need for travel agencies in the future, while the remaining quarter stated the opposite (Table 2). The main reasons for travel agencies existence in the future as perceived by the respondents were illustrated in Table 6. Travel agencies help simplify options and reduce confusion and information overload, travelers have techno-fear and will never use Internet and Internet cannot replace humans were rated as the most important reason for having travel agencies in the future. Other significant reasons were that no one to blame when things go wrong if not booked with a travel agency and travelers would rather pay someone else to arrange their travel. In addition to, travel agencies could design custom packages, need of travel agencies for complicated travel was also included. Travel agencies have expertise and experience which cannot be obtained on Internet, more people will be travelling in the future and therefore need travel agencies and travel agencies are better at finding cheap packages and fares were also among the reasons indicated. It would be simply recognized that a major obstacle against online booking were lack of confidence with the technology and the need for a personal service and human interface. Although, all of the respondents have been using Internet for at least one year (Table 2), however most of them and even the most experienced Internet users were not confident about making complex travel via Internet, but they still use it in their searches for travel information before booking their arrangements through a traditional travel agency.

Table 6: Respondents' perception of reasons for having travel agencies in the future.

Reasons for travel agencies existence in the future	Mean	S.D.	Rank
Need of travel agencies for complicated travel	3.48	1.06	7
Internet cannot replace humans	3.91	0.72	3
Travelers would rather pay someone else to arrange their travel	3.79	1.05	5
Travelers have techno-fear and will never use Internet	4.04	1.11	2
Travel agencies could design custom packages	3.56	0.81	6
Travel agencies have expertise and experience which cannot be obtained on the Internet	3.33	1.02	8
Travel agencies are better at finding cheap packages and fares	3.05	1.09	10
No one to blame when things go wrong if not booked with a travel agency	3.90	0.59	4
More people will be travelling in the future and therefore need travel agencies	3.11	0.97	9
Travel agencies help simplify options and reduce confusion and information overload	4.18	0.52	1
Total	4.01	0.73	

Hypotheses Testing

One-way analysis of variance (ANOVA) was applied to the data to examine the relation between the socio- demographics characteristics and travel consumers booking online. Table 7 shows the relation between respondents' socio-demographics and online booking. The results revealed that the respondents' gender and education were not a significant influence on travel consumers booking online. However, the results illustrated that the respondents' age was a significant influence in relation to online booking in favor to respondents from 18 to 29 years, representing generation Y; who grow up in a highly sophisticated media and computer environment and are more Internet savvy and expert than the forerunners, which would defiantly increase their online booking. The results revealed also that the respondents' occupation was a significant influence in relation to online booking in favor to housewife and unemployed; it is assumed that online booking is time consuming when it comes to finding good deals and offers and this was only available to housewives and unemployed respondents. The results indicated that the respondents' annual income was a significant influence too in relation to online booking in favor to those who hold income less than 20,000 pounds a year and those who earn from 40,000 to 49,999 pounds annually, which meant that respondents who hold the less annual income persist to find good deals and offers and this would also apply to those who hold a tight budget. Hence, H1 is sustained regarding age, occupation and income, on the contrary, H1 is not sustained regarding gender and education.

Table7: Relation between respondents' socio-demographics and online booking

	N	**Mean**	**S. D.**	**F**	**p**
Gender					
Male	46	4.28	.45	4.04	.048
Female	34	4.50	.50		
Age					
18-29	7	5.00	.00	40.33	.0001*
30-45	22	4.77	.43		
46-60	51	4.11	.33		
Occupation					
Manager or business owner	39	4.00	.00	80.34	.0001*
Employee	5	4.58	.51		
Free profession (doctor, engineer, lawyer, etc.)	18	4.28	.45		
Housewife	12	5.00	.00		
Unemployed	6	5.00	.00		
Annual Income					
LE 20,000 or less	6	5.00	.06	22.22	.0001*
LE 30,000– LE 39,999	5	4.00	.00		
LE 40,000– LE 49,999	13	5.00	.00		
LE 50,000– LE 59,999	6	4.00	.00		
LE 60,000 or more	50	4.22	.41		
Education					
University degree	69	4.36	.48	.33	.563
Post university studies	11	4.45	.52		

A Pearson's correlation was run to examine the inter-relationships between the different categories of research questions. All of the Pearson's correlations between categories were less than 1 (Table 8). There was a very strong positive correlation between using Internet in Tourism and online booking, as it had the highest correlation value. This meant that the more the respondents used Internet in Tourism, the more they booked online, and hence, H2 is significant and secured. A significant correlation was also existed between travel agencies existence in the future and not booking online, which showed that any increase in the numbers of travel agencies in the future, would be associated with increase in number of respondents not booking online; implying H3 is supported. On the contrary, there was a very strong but negative correlation between booking online and travel agencies existence in the future. In this case, the negative correlation indicated that as online booking increased, the numbers of travel agencies in the future decreased, thus, bring support to H4.

		Purpose for using the Internet in Tourism	Advantages of online booking	Reasons for travel agencies existence in the future	Reasons for not booking online
Purpose for using the Internet in Tourism	Pearson Correlation	1			
	Sig. (2-tailed)				
Advantages of online booking	Pearson Correlation	.386**	1		
	Sig. (2-tailed)	.000			
Reasons for travel agencies existence in the future	Pearson Correlation	-.085	-.578**	1	
	Sig. (2-tailed)	.455	.000		
Reasons for not booking online	Pearson Correlation	.200	.269*	.229*	1
	Sig. (2-tailed)	.076	.016	.041	

**. Correlation is significant at the 0.01 level

*. Correlation is significant at the 0.05 level

Table 8: Pearson Correlations between the different set of research questions.

Conclusion

The aim of the present research was to investigate the purpose of using Internet by Egyptian travelers, in particular, to examine the trend to use Internet or a travel agency when planning and arranging their trips, and to discuss the expected future of travel agencies. It must be acknowledged that many of the respondents' views presented in this study were generally supported in the literature.

The research results suggested that although more travelers were turning to Internet, yet some were doubtful to book online. Many of the respondents surveyed had used Internet for checking information about hotels and air fares and flight schedules and often made online hotel booking and flight reservation. Many advantages were also stated by the respondents when using Internet to book online. They included the detailed and up to date information, easy to compare prices, easily accessible, convenient and instant access for enquiries and bookings and in particular avoidance of travel agency fees and charges and no sales pressure to make instant decisions.

The main obstacles against online booking as mentioned by the respondents were special offers not available online, Websites not capable of complex booking and issue of credit card security. Respondents would probably search Internet for information, make travel planning and arrangements and might book some details of the trip such as an accommodation or a flight or less expensive tourism product, but when it comes to complex reservations and putting their credit cards over Internet they would defiantly chose the assertion and safety of the travel agencies (this must be no longer the issue as many booking websites are totally secured and scam free). Closely related with this, nowadays using credit cards especially when purchasing international tourism products will submit the buyer to high bank commission and additional currency exchange fees (Hammad, 2016), despite of the fact that this was not mentioned in the original survey as the new currency rates and exchange regulations were not released then, but they would defiantly restrain the online booking in the near future.

The research results for this study were not all gloom and doom for travel agency. There were many reasons indicated by respondents for the continuing of existence of travel agencies in the future. Among these reasons were travel agencies help simplify options and reduce confusion and information overload, travelers have techno-fear and will never use Internet and Internet cannot replace humans. It might be noticed that some travel agents knowledge is less than their customers. However, it is not supposed that travel agents have to know everything, but it is assumed that they know where to get the information. When predicting the future of the travel agencies, it is important to keep the current situation in mind. Currently, online booking is increasing; as more experienced and active young Internet users are entering the travel market and making online reservations. It might be impossible to make accurate forecast of the effects of Internet on the travel agencies, but what is more important is that travel agencies must be aware of the changes that are taking place in the travel and tourism industry, and realize how travelers see and use Internet.

So, chances might exist for travel agencies to gain from this new era by working with, rather than against Internet. There is a possibility for travel agents to act as trip advisors and use Internet to add value for their customers by transforming the overloaded data available on Internet into meaningful information. Travel agencies could also benefit from well informed travel consumers and formulate an easy and profitable trade by booking complex reservations that they hesitate to do. There is also a potential for travel agencies for a niche market, focusing on travel arrangements for exotic, maybe unusual destinations which could not be found over Internet.

The research opens areas for future researches. Since, the results reached might not be generalized beyond the precise background of the study due to the small sample size. Further researches should be carried out on a bigger diversified sample. More researches could be conducted to discover possible services that could be provided by travel agencies, besides the existing services. Future research may expand also to the adoption of IT by travel agencies and its impact on travelers' purchasing behavior.

Limitations

The research does not predict the number of travel agencies expected to exist in the future. Nor the research estimates the numbers of Internet users or calculates online travel bookings. The purpose was to identify whether travel consumers are using Internet in tourism, and to discuss the related implications for travel agencies.

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Studying the Perceptions of Hotel Studies Department Students in University Faculties toward Working in Hospitality Industry

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Abstract

This study aims to explore hotel studies department students' perceptions toward working in the hospitality industry and identify the impact on choosing it as a career path for them upon graduation. In order to achieve this objective, a questionnaire form was developed and directed to a random sample of students. A total of 480 questionnaires were randomly distributed among them; only 401 forms (83.5%) were valid. The obtained results indicated that the majority of respondents from students (61.4%) were preferred to work in hospitality industry and (62.8%) expect that they will work at managerial level after five years from graduation. There are many factors which effect on students' perceptions toward working in the hospitality industry arranged as follows: firstly, social status; secondly, nature of work; thirdly, promotion opportunities; fourthly, pay and benefits; finally, co-workers. Based upon the findings, some recommendations were suggested to improve students' perceptions toward working in the hospitality industry.

Keywords: Hospitality Industry, Hospitality Education, Hospitality Students' Perceptions.

Introduction

Hospitality industry in all world, and Egypt particularly, have been faced with problem of employing and retaining qualified employees as reason of poor image of the hospitality industry which has led to a lack of skilled staff those working in the large number of hospitality establishments (Ferris et al., 2002). The reason behind a shortage of skilled staff is probably due to many different factors. These factors include low levels of pay, part-time and casual workers, promotions are unsystematic, a large proportion of hours worked outside normal business hours, a high proportion of low skilled jobs, a negative industry image in the eyes of potential employees and students, poor utilization of student labor and high levels of staff turnover. Students' perceptions toward working in the hospitality industry will impact on their decision to choose the hospitality industry as a career path for them (Busby, 2003).

Research aim

This study aims to explore the perceptions of hotel studies department students in university faculties toward working in the hospitality industry and identify the impact on choosing it as a career path for them upon graduation.

Research questions

1) How likely are students to work in the hospitality industry upon graduation?

2) What are factors which may affect on students' perceptions to work in the hospitality industry ?

3) What are the type of positions that students believe they will be able to obtain after five years from graduation?

4) What are student's view of the positives and negatives of working in the industry?

Review of literature

An overview of the hospitality industry

Hospitality is the act of courtesy in welcoming and performing the main needs of guests or travelers, essentially in relation to food, beverage and accommodation (Chan and Mackenzie, 2013).

To review the hospitality industry as a labor market, Kusluvan (2003) stated that there are a lot of employment opportunities in hospitality industry because it has various business sectors. According to International Labor Organization (ILO), the hospitality industry provides approximately 240 million jobs worldwide in 2010 (ILO, 2010). According to Chan and Mackenzie (2013), there are some positive and negative points for working in the hospitality industry as follows:

Positive views

- Variety of career choices
- Opportunities to meet people with different backgrounds
- Long-term career development
- Fringe benefits to employees

Negative views

- Long and non-regular working hours
- Low starting salary
- Working under pressure
- Perceptions of low job status

Realistically, in the longer-term employees who those have both large work experiences and university qualifications are more likely to getting supervisory positions or in management levels within hospitality establishments than those who do not have an university qualification (Harper *et al.* 2005). However, Harkison *et al.* (2011), found that, there are difficulty for graduates to obtain a promotion toward managerial positions, sometimes it takes ten years to get senior position.

An overview of the hospitality education

According to New Zealand Education guide (NEG, 2007), hospitality management courses help students to think more strategically about career paths in the industry to determine their future and to understand the method of managing hotel chains. Harkison, *et al.* (2011) suggested that students thought that they need an experience and knowledge more than qualifications to secure an employment opportunity in the hospitality industry.

King *et al.* (2003) stated that there are various hospitality establishments that offer hospitality programs worldwide. While analyzing tertiary education through universities it was suggested that "tertiary education providers must meet the needs of industry to offer a quality education to ensure intellectual development among some students for getting practical, training programs". There are increasingly interests in education to develop human resources in the industry. Current reality ensures that it is important to depend on hospitality institution to resolve the industry problems (NAQAAE, 2009).*

Egypt considers one of the first countries among the Middle East countries that pay much attention to the institutional tourism and hospitality education either at university or polytechnics level to train and qualify its labor as one of national economic assets (Zahran and Abdul-Qader, 2006; Elias, 2007).* There are 9 governmental faculties in Egypt; the study system of these faculties (except Helwan University) is two terms. In addition to that, there are 19 private higher institutes in addition to four technological faculties in (Cairo – Alexandria - Qenna – Port-Said). There are also two private faculties one of them in 6th October and Pharos in Alexandria (NAQAAE, 2009).*

Characteristics of working in hospitality industry

Tourism Queensland (2006) stressed that there are a number of skills that can be developed in the field of customer service such as interpersonal skills, effective communication, understanding reasons of customer dissatisfaction and considering the variety of customer's culture.

Boella (2000) indicated that there are many factors affect labor turnover. These include the nature of work, the nature of the industry, the nature of individual managers and the long proportion of working hours rather than other businesses. Creighton and Stewart (2000) stressed that, there is no obligation on the employer to offer the casual worker any further work and the employees have not right to get permanent job. Soliman (2013) concluded that, approximately 24% of employees working casual as students because they work temporarily in term-time or summer holidays.

*In Arabic

According to Baum and Lundtorp (2001) seasonality is one of the characteristics in the hospitality industry and effects not only on employment but also on many other areas of operations. The nature of seasonality in the hospitality industry leads to human resource managers requiring extraordinary procedures specific to recruitment and selection, training and retention of employees (Jolliffe and Farnsworth, 2003).

According to Jennings (2001), there are reports that students of tourism and hospitality have not interested towards working in the industry as caused by particularly poor image in their eyes about the nature of work, amounts of working hours and promotion opportunities, which suggested that the industry may have major difficulty of attracting, recruiting and retaining quality staff. Sturman (2001) argued that an industry is characterized by poor pay it must be compared to other industries that have a similar skills group. The majority of students in hotel management department are males. This may be because the industry does not attract females due to poor image of working in it (Gomaa and Sobaih, 2014).

According to National Tourism Investment Strategy Consultative Group NTISC (2006), the expression of skills now refers to a mixture of both behavioral and technical skills. The nature of working in hospitality industry needs some technical skills such as, employability skills, planning, teamwork, communication and the ability to learn. Employers are seeking graduates with behavioral skills such as honesty, obligation, enthusiasm and treat with kindness. There are two types of skills: competencies and foundations. Competencies are the essential skills for success in the organization, and foundations are skills and qualities that underlie the competencies (Chon and Maier, 2010).

Perceptions of students toward working in the hospitality industry

Pickens (2005) defined perceptions as “an attitude or a tendency to act in a specific way due to the person's experience, mood and temperament”. There are five types of perception includes self-perception, environmental perception, learned perception, physical perception, and cultural perception (Hanapiah and Jenep, 2010).

Airey and Tribe (2005) said that the reasons behind shortage in hospitality labor are employers did not interested in students' degree and students have a poor image of the hospitality industry. Employers in hospitality industry prefer experience in the industry and soft skills such as good grooming and appearance (Costley, 2011). Academic degree is not appropriate for administrative positions such as managerial positions in the industry and post- graduate qualifications such as masters are required (Roberts, 2011).

There are some of factors which effect on students' perceptions toward working in the hospitality industry, these factors are long working hours, problems of family life as a reason of the complicated nature of work, low social status of hospitality jobs, seasonal jobs, unsatisfactory promotions, unqualified managers, poor attitudes of managers towards employees, low of remuneration, unqualified workmates and poor attitudes of workmates , working under pressure, and poor physical working conditions for employees (Kusluvan and Kusluvan, 2000). On other hand, students search for job security, suitable starting salary, stable promotions and an acceptable workload all of which currently students did not certify that hospitality industry could provide them these prospects (Richardson, 2010).

According to Pownall, *et al.* (2007), students perceive to the hospitality industry as a respected profession only if they learn hospitality programs to realize the positives and negatives of the industry. Students find working in the hospitality industry is interesting (Jauhari and Manaktola 2009). The employment in hospitality industry prospects is wonderful in most positions, especially for managers. Indications ensure that the percentage of women in management roles in increasing (Barrows *et al.* 2012). Although hotel students realize the poor employment conditions; they argued that they want to work in the industry after graduation (Gomaa and Sobaih, 2014).

Research methodology

In order to explore hotel studies department students' perceptions toward working in the hospitality industry and identify the impact on choosing it as a career path for them upon graduation., students are enrolled at departments of hotel studies at eight university faculties were surveyed. A total of 480 questionnaires were distributed equally in the classrooms at investigated universities during February to May 2015. The questionnaires were returned and the results then analyzed. Students at (2nd, 3rd and 4th) level were surveyed. The questionnaire consisted of three sections. The first section intended to reveal the students' demographic data. The second section intended to determine the overall perception of students. The third section included 34 attributes covering the six investigated dimensions. This could be seen in the tables of results. The respondents were asked to answer the questions by using a five-point Likert-type scale (Strongly agree = 5, agree =4, neutral = 3, disagree = 2 and strongly disagree = 1) to determine the levels of agreement with the statements investigated. The Statistical Package for the Social Sciences (SPSS) version 21.0 was used to analyze and compute the collected data.

The statements are grouped in the six dimensions as follows:

- Nature of Work (1-6)
- Social Status (7-11)
- Pay/Benefits (12-16)
- Promotion Opportunities (17-24)
- Co-Work (25-29)
- general perceptions (30-34)

The range of each level of agreement was calculated as follow:

Range = 5 – 1 /5 = 0.8

- Strongly disagree = 1 to 1.80
- Disagree = 1.81 to 2.60
- Neutral = from 2.61 to 3.40
- Agree = from 3.41 to 4.20
- Strongly agree = from 4.21 to 5

Results and Discussion

The results involved two main stages. Descriptive analysis was used to discover participants' responses, correlation analyses and multiple regression analyses were conducted to examine the relationship between intentions to work in the hospitality and the explanatory factors.

The total number of questionnaire forms distributed was 480 forms, and only 401 forms (83.5%) were valid. The results obtained were computed and analyzed in the following tables.

Table 1: The demographic profile of the respondents

Attributes		Frequency	Percent (%)	Ranking
Gender	Male	284	70.8	1
	Female	117	29.2	2
Academic Level	Sophomore	95	23.7	3
	Junior	141	35.2	2
	Senior	165	41.1	1

The demographic profile of the students is presented in table 1. The majority of the respondents were male 70.8%, while 29.2% of the respondents were female. In terms of year of the study, there were 95 respondents representing the second year Bachelor's degree program (2nd), 141 representing third year (3rd) and 165 representing the fourth year (4th).

Prefer		Undecided		Don't Prefer	
Freq.	**%**	**Freq.**	**%**	**Freq.**	**%**
246	61.4	82	20.4	73	18.2

Table 2: The preference of working in hospitality industry after graduation

From the tabulated data, it could be noticed that the majority of respondents 61.4% prefer working in the hospitality industry upon graduation, meanwhile 18.2% didn't prefer. The percentage of respondents those undecided (neither prefer nor don't prefer) represents 20.4%.

Table 3: Reasons which make students unlikely to work in the hospitality industry

Attributes	Frequency	Percent (%)	Ranking
Nature of Work	45	29.2	1
Social Status	34	22.1	3
Pay/Benefits	44	28.6	2
Promotion opportunities	25	16.2	4
Others	6	3.9	5
Total	**154**	**100.0**	**-**

Note: The percentages were calculated based on a total of 73 respondents who chose (don't prefer) to enter the industry but some respondents have chosen more than one answer.

The results state clearly that (Nature of Work) is the highest number for respondent's evaluation 29.2%. (Pay/Benefits) is the second 28.6%. ((Social Status) is the third 22.1%. (Promotion opportunities) is the fourth 16.2%. Finally (others) is 3.9%.

The results of "others" clearly shows that students unlikely to work in the industry because they prefer working in governmental jobs and they need just high degree of qualifications. The majority of male students hope to have their own project. However, female students state that all previous factors make them unlikely to work in hospitality industry.

Table 4: The expected level of employment after five years of graduation

Attributes	Frequency	Percent (%)	Ranking
Line level	111	33.84	2
Supervisory level	143	43.59	1
Managerial level	66	20.12	3
others	8	2.34	4
Total	**328**	**100.0**	**-**

Note: The percentages were calculated based on a total of 328 respondents who chose (strongly agree, and neither agree nor disagree) to enter the industry.

The results state clearly that (supervisory level) is the highest number for respondents' evaluation 43.59%. (Line level) is the second 33.84%. (Managerial level) is the third 20.12%. Finally (others) is 2.34%.

Table 5: Students' perceptions toward nature of work in the hospitality industry

Items	Mean	Std. Deviation	P-value	Relative Weights	R
1. Working in the hospitality industry is interesting.	3.65	1.143	*0.022	73.00%	5
2. Most jobs in the hospitality industry are high skilled.	3.99	.817	*0.000	79.80%	3
3. Working hours are long in the hospitality industry.	4.01	.803	*0.036	80.20%	2
4. There are always new skills to learn each day during working in the hospitality industry.	4.34	.913	*0.002	86.80%	1
5. There is a high risk of work accidents in the hospitality industry.	3.85	.906	*0.001	77.00%	4
6. It is easy to find a stable job in the hospitality industry.	2.79	1.148	*0.000	55.80%	6
Average of items	**3.77**	**0.96**	***0.000**	**75.43%**	**-**

* = significant at $P \leq 0.05$

The results in table 5 depicted that, there was a significant difference among respondents' answers ($p < 0.05$). The majority of respondents were strongly agreed that there are always new skills to learn each day during working in the hospitality industry (mean=4.34). Meanwhile they agreed that working hours are long (mean=4.01), most jobs are high skilled (mean=3.99), there is a high risk of work accidents (mean=3.85) and working in the hospitality industry is interesting (mean=3.65). This result is in agreement with what has been reported by Jauhari and Manaktola (2009). Moreover, their perceptions toward find a stable job in the hospitality industry was neither agree nor disagree (mean=2.79).

Table 6: Students' perceptions toward the hospitality industry from social perspective

Items	Mean	Std. Deviation	P-value	Relative Weights	R
7. I talk to my relatives and friends with pride about my profession in the hospitality industry.	3.65	1.143	*0.007	74.20%	4
8. Working in the hospitality industry is a respected (prestigious) vocation.	3.99	.817	*0.000	75.40%	2
9. There was a widespread belief that those who study the hospitality industry will be waiters or chefs.	4.01	.803	*0.000	77.80%	1
10. Working in the hospitality industry is valued in society.	3.34	.913	*0.036	63.40%	5
11. Family is proud of my profession in the hospitality industry.	3.85	.906	*0.000	68.80%	3
Average of items	**3.60**	**1.07**	***0.000**	**75.43%**	_

* = significant at P≤ 0.05

The results in table 6 revealed that, there was a significant difference among respondents' answers ($p < 0.05$). The majority of respondents agreed that working as waiters is most popular jobs in the hospitality industry (mean=4.01); working in the hospitality industry is a respected vocation (mean=3.99). This result in agreement with what have been stated by Pownall, *et al.* (2007), when they noted that students perceive to the hospitality industry as a respected profession only if they learn hospitality programs to realize the positives and negatives of the industry. Students (mean=3.65) and their families are proud of their profession (mean=3.85). Meanwhile, their understanding about the value of working in the hospitality industry in society was neither agree nor disagree (mean=3.34).

Table 7: Students' perceptions toward pay and benefits in the hospitality industry

Items	Mean	Std. Deviation	P-value	Relative Weights	R
12. Pay is high for most jobs in the hospitality industry.	3.01	1.036	0.885	60.20%	**4**
13. Considering the long hours and work load the pay in the hospitality industry should be higher.	4.21	1.002	*0.033	84.20%	**3**
14. The level of fringe benefits (bonuses, leisure, holidays, meals etc.) is sufficient.	2.85	1.248	*0.017	57.00%	**5**
15. Employers should pay more penalty rates for the unusual hours worked.	4.58	0.767	*0.000	91.60%	**1**
16. Moral benefits are important part of the remuneration package	4.45	0.760	*0.000	89.00%	**2**
Average of items	**3.82**	**0.96**	***0.000**	**76.40%**	**-**

* = significant at P≤ 0.05

The results in table 7 revealed that, there was a significant difference among respondents' answers ($p < 0.05$). The majority of respondents were strongly agree that employers should pay more penalty rates for the unusual hours worked (mean=4.58). This result in agreement with what has been stated by Sturman (2001). Moral benefits are important part of the remuneration package (mean=4.45), and considering the long hours and work load the pay in the hospitality industry should be higher (mean=4.21). Meanwhile, respondents are neutral (neither agreed nor disagreed) that pay is high for most jobs in the hospitality industry (mean=3.01), and their perceptions toward the level fringe benefits (bonuses, leisure, holidays, meals etc.) is sufficient are neutral (mean = 2.85).

Table 8: Students' perceptions toward promotions opportunities in the hospitality industry

Items	Mean	Std. Deviation	P-value	Relative Weights	R
17. Promotions are based on merit in the hospitality industry	3.78	1.16	*0.013	75.60%	**4**
18. Promotions opportunities are satisfactory in the hospitality industry.	2.81	1.087	*0.000	56.20%	**8**
19. Promotions are handled fairly in the hospitality industry.	3.02	1.101	0.6830	60.40%	**7**
20. The opportunity of getting promoted to managerial positions is limited.	3.97	1.022	*0.000	79.40%	**3**
21. Academic qualifications are taken into consideration in promotions.	3.49	1.173	*0.043	69.80%	**5**
22. Training courses and individual skills are taken into consideration in promotions.	4.03	0.931	*0.005	80.60%	**2**
23. Number of years worked in the industry is taken into consideration in promotions.	4.13	0.918	*0.037	82.60%	**1**
24. Promotions are systematic in the hospitality industry.	3.35	1.04	*0.000	67.00%	**6**
Average of items	**3.57**	**1.05**	***0.000**	**71.45%**	**-**

* = significant at $P \leq 0.05$

As seen in table 8, there was a significant difference among respondents' answers ($p < 0.05$). Respondents were agreeing that number of years worked in the industry is taken into consideration in promotions (mean=4.13), training courses and individual skills are taken into consideration in promotions (mean=4.03), the opportunity of getting promoted to managerial positions is limited (mean=3.97), promotions are based on merit in the hospitality industry (mean=3.78), academic qualifications are taken into consideration in promotions (mean=3.49). This result in contrast with what has reported by (Roberts, 2011). Meanwhile, respondents are neutral (neither agreed nor disagreed) that promotions are systematic in the hospitality industry (mean=3.35), promotions are handled fairly in the hospitality industry (mean=3.02), and promotions opportunities are satisfactory in the hospitality industry (mean=2.81).

Table 9: Students' perceptions toward relationships among co-workers in the hospitality industry

Items	Mean	Std. Deviation	P-value	Relative Weights	R
25. There is team work spirit amongst co-workers in the hospitality industry.	3.22	1.320	*0.001	64.40%	**2**
26. There is cooperation amongst employees in the hospitality industry.	3.17	1.220	*0.006	63.40%	**3**
27. Workers in the hospitality industry have qualifications in hotel studies.	2.41	1.242	*0.000	48.20%	**4**
28. I think that employees without degrees from university are jealous of hospitality graduates.	3.94	1.126	*0.020	78.80%	**1**
Average of items	**3.19**	**1.23**	***0.000**	**63.70%**	**-**

* = significant at $P \leq 0.05$

From the tabulated data, it could be noticed that, there was a significant difference among respondents' answers (p < 0.05). Respondents were in agreement that the majority of work-mates have not qualifications in hotel studies and they are jealous of hospitality graduates (mean= 3.94). However, respondents' perceptions toward team work spirit amongst co-workers in the hospitality industry were neutral (mean= 3.22), and respondents have not any idea if there is cooperation amongst employees and they work as team or not (mean= 3.17). Meanwhile, respondents were disagreeing that workers in the hospitality industry have qualifications in hotel studies (mean= 2.41).

Table 10: Students' general perceptions toward working in the hospitality industry

Items	Mean	Std. Deviation	P-value	Relative Weights	R
29. I am satisfy to have chosen the hospitality as a career path	4.03	0.931	*0.017	80.60%	**1**
30. The advantages of working in the hospitality industry outweigh the disadvantages.	3.65	1.143	*0.000	73.00%	**4**
31. I would do any jobs in the hospitality industry after graduation	2.41	1.242	*0.026	48.20%	**6**
32. I will work in the hospitality industry after graduation only if I become a manager or supervisor.	3.97	1.022	*0.039	79.80%	**2**
33. I would only work in high paid jobs in the hospitality industry	3.94	1.126	*0.000	78.80%	**3**
34. I do not plan to work in another industry other than the hospitality industry.	3.22	1.320	*0.001	64.40%	**5**
Average of items	**3.54**	**1.13**	***0.000**	**70.80%**	**-**

* = significant at P≤ 0.05

The results in table 10 revealed that, there was a significant difference among respondents' answers (p < 0.05). The majority of respondents were in agreement that they satisfy to have chosen the hospitality as a career path (mean= 4.03). This result agreed with (Gomaa and Sobaih, 2014), they stated that although hotel students realize the poor employment conditions; they argued that they want to work in the industry after graduation. They will work in the hospitality industry after graduation only if I become a manager or supervisor (mean= 3.97), would only work in high paid jobs in the hospitality industry (mean= 3.94) and the advantages of working in the hospitality industry outweigh the disadvantages (mean= 3.65). Moreover, respondents' perceptions toward planning to work in another industry rather than the hospitality industry were neutral (mean= 3.22). Meanwhile, respondents were disagreeing that they would do any jobs in the hospitality industry after graduation (mean= 2.41).

Table 11: Correlation analysis (R) and Overall the coefficient of determination R Square

Overall Correlation (R)	**Overall the coefficient of determination** (R Square)
0.750	0.562

The tabulated data in Table 10 shows that the overall correlations between "students' perceptions toward working in the industry" (Dependent variable), "Nature of Work", "Social Status", "Pay/Benefits", "Promotion opportunities" and "Co-Work" (independent variables) is 0.75 at the 0.001 significance level, The overall the coefficient of determination is 56.2%. This positive and extreme correlation refers that when these factors will improve it should improve students' perceptions toward working in the industry.

Table 12: Independent variables &dependent variable

Factors affecting on students' preferences	**Parameters of Regression**	**T-test**	**p-value**	**Rank**
(Constant)	-2.215	-1.473	.141	
Nature of Work	.302	3.863	.000	The second
Social Status	.613	10.781	.000	The first
Pay/Benefits	.073	4.686	.009	The fourth
Promotion opportunities	.153	3.681	.000	The third
Co-Work	.061	3.509	.011	The fifth

* = Highly significant at P≤ 0.05

It could be seen that, the values of the Parameters of Regression are less than 0.05.There is significant at the 0.05level of significance. social status ranked as the first factor which effect on students' perceptions toward working in the industry, then nature of work was ranked as the second factor. Meanwhile, pay and benefits in fourth degree. Finally, co-workers ranked as last factor which effect on students' perceptions toward working in the industry.

Multiple Regression Model:

General perceptions = .613 Social Status + .302 Nature of Work + .153 Promotion opportunities + .073 Pay/Benefits +.061 Co-Work.

Recommendations

Based upon both the literature reviewed and the field study findings, the following recommendations could be suggested:

1) Conducting orientation sessions to provide potential students with realistic information about type of work opportunities and work conditions in the industry.
2) Activate the role of educators by giving hospitality students an overview of career in the industry.

3) Increasing the relationship between hotel management departments and hospitality organizations.
4) Educators need to provide programs that match the industry's requirements.
5) Hospitality foundations should remain relevant to the industry. It should be hire more professionals from newer hospitality sectors.
6) Students should be supported to get work experience in the hospitality industry through the studying.
7) Applying innovate practices by managers in hospitality organizations particularly human resource management to overcome poor image of the industry.
8) Hospitality organizations may need to take action with respect to minimum wage levels, the duration of the working week and unsociable working hours" and offer hospitality fresh graduates higher rates of salary and more opportunities for promotions to managerial levels more than employees with other qualifications.

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Some Comments on the Animal Signs in the Military Texts of Ramesses III at the Temple of Madinet Habu

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Abstract

The temple walls of Madient Habu in Thebes are considered outstanding for recording the wars of king Ramesses III. The accounts are full of metaphoric descriptions for the legendary power of the king. This paper deals with the words with animal signs to indicate the symbolic ideas the scribe wanted to present through the rhetoric texts. These animal signs, for instance, are the baboon in the word qnd "rage", ibis in gm-drt literally means "hand that finds", the falcon in word bik, the Seth animal in nšny "rage", the hindered snake in words sbi "enemy" and pꜣ ḏw qdy "the evil of characters".

Key words: Madinet Habu, Wars, Animals , Symbolic Ideas

Introduction

The temple of Madinet Habu in Thebes is considered remarkable for displaying the war scenes and accounts of king Ramesses III against the Libyans, the Nubians and the Sea People [1]. The accompanied texts

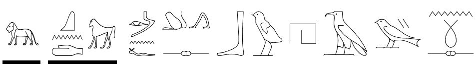
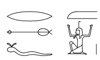
[1] For the inscriptions and the reliefs see Epigraphic Survey, *Medinet Habu, Volume I. Earlier Historical Records of Ramses III, (OIP 8, Chicago, 1930) and* Epigraphic Survey, *Medinet Habu, Volume II. The Later Historical Records of Ramses III, (OIP 9, Chicago,1932). For the inscriptions, see* K.A. Kitchen, *Ramesside Inscriptions. Historical and Biographical*, V (Oxford, 1983), 8-54. For the translation of the war texts see W. F. Edgerton and J. A. Wilson, *Historical Records of Ramses III: The Texts in Medinet Habu*, Vol I and II, (SAOC 12, Chicago: University of Chicago Press,1936). There is also the analysis in A.J. Spalinger, *Aspects of the Military Documents of the Ancient Egyptians*, (New Haven and London, Yale University Press, 1982), 213-220, B. Cifola, "Ramses III and the Sea People: A Structural Analysis of the Medinet Habu Inscriptions", in *Orientalia* 57 (1988), 275-306 and B. Cifola, "The Terminology of

rhetorically glorified the victories of the king that hindered the enemies who could not stand to confront him. This included the metaphoric descriptions of the king with powerful animals as lion, bull, falcon, panther and crocodile to express his legendary abilities in defeating his enemies who were regarded as wild animals, cattle, birds, fish, mice and locusts [2].

The Lion and the Baboon.

Many texts portrayed the king as a lion with great terrorizing roar and courageous heart while executing his mighty attacks that cannot be resisted by enemies [3]. This included describing the king as a " raging lion " to express his dissatisfaction from the evil action performed by the enemies through violating the Egyptian borders. Beside the animal sign of the lion either standing [4] or seating [5] there is the determinative of the baboon [6] in the word *qnd* " raging " as shown in the following examples of texts :

I. The king is marching to confront the Libyans.

 (12)  [7]

mꜣi qnd *mꜣꜣ.n.f pḥ.s* [8] *bw ḥꜣi.n šsr.f m ḥḥ*

Ramses III's Historical Records with a Formal Analysis of the War Scenes", in *Orientalia* 60 (1991), 9- 57.

[2] The metaphoric identifications of the king and his enemies with the animals were mentioned in E. Teeter, "Animals in Egyptian Literature", in B.J. Collins (ed.), *A History of the Animal World in the Near East*, (Leiden, Boston, and Cologne, Brill 2002), 266-269.

[3] Edgerton, *Historical Records*, 9, pl. 17 lines 10-11; 12, pl. 19 lines 5-12; 14, pl. 22 lines 20-23 and 31-32; 15, pl. 23 lines 1, 16 pl. 23 lines 41-43; 22, pl. 27-28, lines 31-33; 37, pl. 31 lines 2-5; 41-42, pl. 37 lines 18-19 and 62, pl. 70 lines 9-10; 63, pl. 73 line 1 and 112, pl. 102 line 23.

[4] J.P. Allen, *Middle Egyptian. An Introduction to the Language Culture of Hieroglyphs*, (Cambridge University Press, New York, 2010), 431 sign E22 and Y. Bonnamy and A. Sadek, *Dictionnaire des Hiéroglyphes. Hiéroglyphes/Français*, (Actes Sud, 2010), 826, sign E22.

[5] Allen, *Middle Egyptian*, 431 sign E23 and Bonnamy, *Dictionnaire*, 826, sign E23.

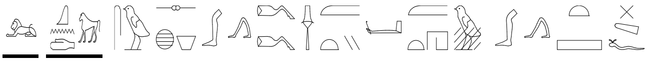
[6] Allen, *Middle Egyptian*, 431 sign E32 and Bonnamy, *Dictionnaire*, 826, sign E32.

[7] Epigraphic Survey, *Habu I*, pl. 17, lines 11-12 and Kitchen, *Ramesside* V, 13, 6-7.

[8] Probably the scribe used the suffix pronoun *s* third person feminine singular instead of the suffix pronoun third person masculine singular *f* . See Kitchen, *Ramesside* V, 13.7.

"a **lion** **raging** when he saw his assailant. His arrow did not miss a mark in a million" [9].

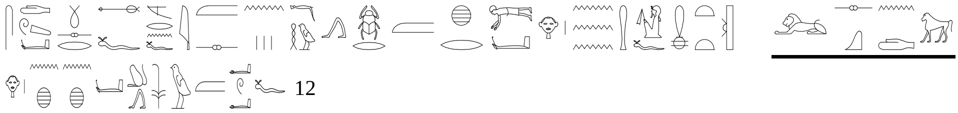
II. The king is celebrating his victory over the Libyans.

 [10]

rw qnd *swsḫ ḫpšy sḫmty m thw tš.f*

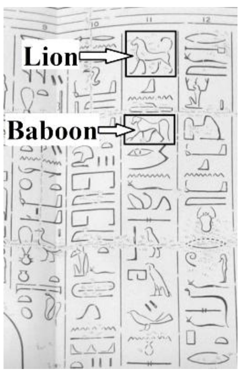
"The **raging** **lion** who stretches out the two mighty arms over the transgressor of his boundary" [11].

III. The king is standing on the shore and directing his arrow towards the fleet of the Sea People.

 [12]

sdw ššr.f mr.n.f im.sn mḥw ḫpr m ḫr ḥr mw ḥm.f mitt ***rw sqnd*** *ḥr nḫnḫ pḥ sw m ʿwy.f*

" he wished penetrating his arrow among them. The fugitive has become as fallen in water. His majesty is like an **enraging** **lion** at the time of massacring the (one who) assails him with his hands " [13].

I. 

Epigraphic Survey, *Habu I*, pl. 17.

II. 

Epigraphic Survey, *Habu I OIP* 8, pl. 22.

III. 

Epigraphic Survey, *Habu I* OIP 8, pl. 37.

[9] See the translation of Edgerton, *Historical Records*, 9, pl. 17 lines 11-12.

[10] Epigraphic Survey, *Habu I*, pl. 22 lines 20-22 and Kitchen, *Ramesside* V, 15.9-10.

[11] See also the translation in Edgerton, *Historical Records*, 14, pl. 22 lines 20-22.

[12] Epigraphic Survey, *Habu I*, pl. 37, lines 17-19 and Kitchen, *Ramesside* V, 32.10-11.

[13] See also the translation in Edgerton, *Historical Records*, 41, pl. 37 lines 17-19.

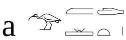
The repetition of the expression *mȝi qnd* " raging lion " might lead to an enquiry concerning the reason of using *qnd* rather than other words with the same meaning of anger [14] like *ȝd* with determinative of crocodile [15], *špt* with the determinatives of the blow fish and the sparrow [16] and *nšny* with the Seth animal [17]. The preservation of the scribe in using the word *qnd* with the lion is clearly featured in the texts of god Amun-re-horakhty who marvelously caused the enemies to see Ramesses III "*like a raging crocodile whose paws beat corpses*" and "*like an infuriated lion whose claw and tooth tear the breast of the wild cattle*" [18]. Looking to the hieroglyphic inscriptions the raging crocodile is written as *dpw nšnw* [19] while the infuriated lion is inscribed as usually as *rw sqnd* [20].

It seems that the reason of displaying the baboon sign is due to its positive regard in ancient Egypt. Although it was known to be a furious animal but its cleverness was realized as illustrated in numerous scenes from various periods. For example a market scene from the Fifth Dynasty tomb of Tepemankh at Saqqara remarkably illustrated a baboon while catching the leg of a boy who was attempting to steal something from a basket [21], also the Fifth Dynasty tomb of the brothers Niankhkhnum and Khnumhotep at Saqqara depicted a baboon in the act of attacking a wrongdoer [22], a New Kingdom stela illustrated a baboon while climbing a tree to collect fruit for a woman [23] and an ostracon from Deir al-Madina dating to the

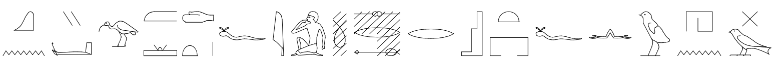
[14] For the various words of anger in ancient Egypt see I. Köhler, " Rage Like an Egyptian : The Conceptualization of Anger ", *Current Research in Egyptology 2010. Proceedings of the Eleventh Annual Symposium*, (2011), 87.
[15] *Wb* 1, 24.12-17.
[16] *Wb* 4, 454.1-12.
[17] *Wb* 2, 340.11-30.
[18] Edgerton, *Historical Records*, 112, pl. 102 lines 22-23.
[19] Epigraphic Survey, *Medinet Habu, Volume II. The Later Historical Records of Ramses III, (OIP 9, Chicago,1932)*, pl. 102 line 22.
[20] Epigraphic Survey, *Habu II*, pl. 102 line 23.
[21] P.F. Houlihan, *The Animal World of the Pharaohs*, (London and New York, 1996), 105-106 and 105, fig. 72.
[22] Houlihan, *Animal World*, 106.
[23] J.V. D' Abbadie, "Les singes familiers dans l'ancienne Egypte (Peintureset Bas-reliefs) III. Le Nouvel Empire", in *RdE* 18, (1966), 197 and 198, fig. 57.

Ramesside Period represented a baboon as a harp player [24]. Moreover the baboon represented the sacred form of the wisdom god *Ḏḥwty* "Thoth" [25] and its name  *iʿn* was associated with god Thoth in later period [26]. These might lead to realize the intention of the scribe to make the readers think that although the king was extremely anger but he did not lose his temper and was able to make his effective attacks. For the extreme rage might lead a person to take unwise decisions and perform negative actions [27]. This was expressed in the above displayed sentences I and III by praising the delicacy of the king in shooting the arrows that never miss their targets. The ability of the king to control his raging power for possessing the virtue of thinking in his personality was expressed in the text of the fifth Libyan war in which the king in his anger condition was described as counselor with excellent of plans [28] and in another position he was said to be like the legendary griffon animal *ʿẖẖ* [29] and shrewd like Thoth *Ḏḥwty* [30].

The Ibis

Expressing the combating talent of the king he was said to have a  *gm-ḏrt* "hand that finds" [31]. This witnessed the existence of the ibis bird  [32] as seen in the following texts:

I. The king is riding his chariot and shooting the Libyans with his arrow.

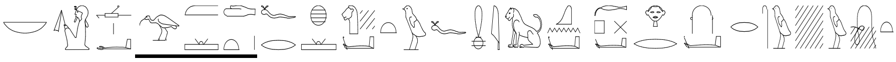
 [33]

*qni **gm-ḏrt**.f ii* [*šsr*] *r st.f n whn.f*

[24] Houlihan, *Animal World*, 211, fig. 147. For other scenes see D' Abbadie, "Nouvel Empire", 185, fig. 45 and 186, fig. 46.
[25] D. Kurth, "Thoth", in *LÄ* 6 (Wiesbaden 1986), 498.
[26] *Wb* 1, 41.5-6 and 41.7.
[27] Köhler, "Rage Like an Egyptian", 89.
[28] Edgerton, *Historical Records*, 21, pl. 27-28 line 9.
[29] *Wb* 1, 225.6.
[30] Edgerton, *Historical Records*, 23, pl. 27-28 line 22.
[31] In the Late Egyptian the *gm-ḏrt* was translated as "capable", see L.H. Lesko, *A Dictionary of Late Egyptian*, vol IV, (Providence: B.C. Scribe,1989), 58.
[32] Allen, *Middle Egyptian*, 434, sign G28 and Bonnamy, *Dictionnaire des Hiéroglyphes*, 836, sign G28.
[33] Epigraphic Survey, *Habu I*, pl. 19 line 13 and Kitchen, *Ramesside* V, 16.15.

" brave, his **hand that finds**, (when) sending [the arrow] to its place without its fail "[34].

II. The king marches to confront the Sea People.

 [35]

nb wꜥ ***gm-ḏrt****.f rḫ pḥtw.s mỉ rw qnỉ qꜣp ḥr r* [*ꜥwt ỉꜣwt*]

"the sole lord, his **hand that finds**, (who) knows his strength like a brave lion, hidden and prepared for wild cattle "[36].

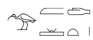
I. 

Epigraphic Survey, *Habu I*, pl. 19.

II. 

Epigraphic Survey, *Habu I*, pl. 31.

The previous two sentences refer to the indirect rhetoric method used by the scribe to associate the king with the wisdom god Thoth for the ibis represented his sacred bird[37]. According to this the king possessed the abilities of setting the perfect plans and knew the proper moment of attacking the enemies. This was mentioned in sentence II when he was described as a hidden lion prepared for wild cattle. This suits the clear praising description of the king as clever as Thoth in another text[38].

From another point the expression  *gm-drt* and its following sentence "sending the arrow to its spot without fail" in sentence I might refer to the ability of the scribe in leading the readers' minds to make sort of equation between the arrow of the king and beak of the ibis. This imagination can be emphasized in the scene of the king while holding his bow and arrow ready to shoot while behind the king is the vertical text with the image of the ibis bird in the word of *gm-drt* (figure. 1).

[34] See also the translation in Edgerton, *Historical Records*, 12, pl. 19 line 13.
[35] Epigraphic Survey, *Habu I*, pl. 31 lines 2-4 and Kitchen, *Ramesside* V, 29.12-13.
[36] See also the translation in Edgerton, *Historical Records*, 37, pl. 31 lines 2-4.
[37] Kurth, "Thoth", 498.
[38] Edgerton, *Historical Records*, 23, pl. 27-28 line 16.

Figure 1. Epigraphic Survey, *Habu I*, pl. 19.

In addition the natural behavior of the ibis in inserting its beak in mud to obtain food which fascinated [39] the ancient Egyptians is considered an indirect consideration for the enemies as worms. This also symbolizes the inability of the enemies in confronting the king for the worms have no arms. Probably the scribe inspired this idea from the so called Kadesh poem in which the enemies were said to be prostrated before the horses of the king and no one of them could find hand to fight [40].

The Falcon bird and the Seth Animal

The images of the falcon or [41] and Seth or [42] occur in many texts as will be shown below:

I. Among the speech of the king towards the royal princes and officials while watching the piles of cutting hands and phalli of the Libyans, he says:

 43

iw.i m s3.sn mi ***bik*** *Nṯri gmḥ.f ḫpwt ḥr q*[*3*]*rt*

"I was after them like a divine **falcon** (when) he sight small birds at [a hole]" [44].

Then the king describes himself as:

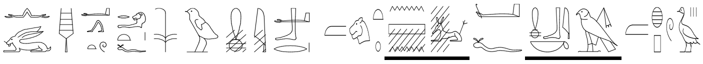
 45

[39] P. Vernus and J. Yoyotte, *Bestiaire des pharaons*, (Paris, 2005), 390.
[40] Edgerton, *Historical Records*, 12 footnote 13a.
[41] Allen, *Middle Egyptian*, 433, signs G5 and G6 and Bonnamy, *Dictionnaire des Hiéroglyphes*, 834, signs G5 and G6.
[42] Allen, *Middle Egyptian*, 431, signs E20 and 21 and G6 and Bonnamy, *Dictionnaire des Hiéroglyphes*, 834, signs G5 and G6.
[43] Epigraphic Survey, *Habu I*, pl. 23 lines 44-46 and Kitchen, *Ramesside* V, 17. 7-8.
[44] See also the translation of Edgerton, *Historical Records*, 16, pl. 23 lines 44-46.

*ỉb.ỉ ḥr swh mỉ kꜣ ḥr bꜣw[y ////] mỉ **Stẖ** ḫft **nšny**.tw.f*

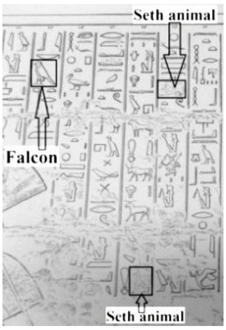
"My heart (is) with a roar like a bull upon the battlefield, like **Seth** when he **rages** " [46].

II. The king is capturing two Libyan chiefs and says:

 [47]

n wn ꜥḥꜥ.tw r ḥꜣt.f sw mỉ Bꜥr ỉm ꜣt n[*šn*]*.f mỉ bỉk ỉm ḫpw*

"There is no one (who) makes himself stand to the front of him (for he is) like Baal at the time of [**raging**] (and) like a **falcon** among small birds " [48].

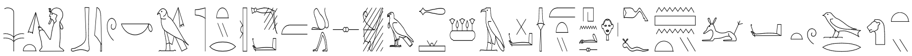
I. 

Epigraphic Survey, *Habu I*, pl. 23.

II. 

Epigraphic Survey, *Habu II*, pl. 68.

III. The king is pursuing the fleeing Libyans.

 [49]

nswt bỉwk Nṯrỉ mḥ ỉm pḥ.s nꜣ ꜥꜣ šꜣ sḫmty hn.s ḥr ḫpš.f nšnyt.tw wr pḥty

" the king, a divine **falcon**, the seizer upon his assailant, the great to command, the powerful, who relays upon his strong arm, the one who **rages** and great of strength " [50].

IV. Describing the terrible condition of the Libyans when they saw the king in the 11th year war:

---

[45] Epigraphic Survey, *Habu I*, pl. 23 lines 48-49 and Kitchen, *Ramesside* V, 17. 9-10.
[46] See the translation of Edgerton, *Historical Records*, 16, pl. 23 lines 48-49.
[47] Epigraphic Survey, *Habu II*, pl. 68. lines 3-4 and Kitchen, *Ramesside* V, 44. 8.
[48] See the translation of Edgerton, *Historical Records*, 60, pl. 68 lines 3-4.
[49] Epigraphic Survey, *Habu II*, pl. 70. lines 2-4 and Kitchen, *Ramesside* V, 43. 12-13.
[50] See the translation of Edgerton, *Historical Records*, 61, pl. 70 lines 2-4

 [51]

gm.sn ḥm.f mitt ***bik*** [*Nṯri*] ***nšnw*** *m33.n.f ḫ*[*pw*]

"They found his majesty like a [divine] **falcon**, **furious** (when) he saw [small birds]"[52].

III. 

IV. 

Epigraphic Survey, *Habu II*, pl. 70. Epigraphic Survey, *Habu II*, pl. 82.

From the displayed texts, the king in Text I was described as the "falcon" *bik* who sighted small birds and was identified with the storm god Seth in his state of rage. In Text II the king was like a falcon among small birds while the recumbent Seth animal was used as a determinative in the word *nšny* "rage" to describe the condition of the king as god Baal [53]. The association between Baal and Seth is normal because both of them were storm gods [54]. In Texts III and IV the objective *nšny* with the determinative of Seth was used to describe the anger condition of the king as a divine falcon.

From what has been mentioned above it seems that the political significance of the scribe to emphasize the peaceful condition of Egypt and the unification of its lands through the mighty of the king. According to the myth, there was a fierce struggle between gods Horus and Seth [55]. The ability of the king to confront the external threats was expressed in the texts of god Amun who gave him the victories of Horus and Seth,

[51] Epigraphic Survey, *Habu II*, pl. 80-83 line 17

[52] See also the translation in Edgerton, *Historical Records*, 77, pl. 80-83 line 17.

[53] *LGG* II, 778.

[54] N. Allon, " Seth is Baal – Evidence from the Egyptian Script ", in M. Bietak (ed.), *Ägypten und Levante* XVII (2007), 20.

[55] R.A. Armour, *Gods and Myths of Ancient Egypt*, (Cairo. New York, 2001), 98-109. See also H. Te Velde, *Seth God of Confusion*, (Leiden, E.J.Brill, 1967), 32-46.

their reign, their property and their portions [56]. The stable condition between Horus and Seth was witnessed in various monuments from earlier periods. For example the serekh of king Khasekhemwy from the Second Dynasty is surmounted by the falcon Horus and the Seth animal [57] and the side thrones of king Snusert I from the Twelfth Dynasty represented both Horus and Seth while binding the papyrus plant and the lotus flowers respectively in the *sema-Tawy* sign of unification between Upper and Lower Egypt [58].

Another point that might be of interest concerning the arrangement of the animal signs in Text I. The king was first described as a falcon (line 45), then as a bull (line 48 middle) and finally like Seth (line 48 lower) when he rages (line 49 upper). They symmetrically resemble the remarkable triad statues in the Egyptian Museum representing *Ramesses* III standing between Horus and Seth [59] and each one of the two gods is extending one hand towards the head of the king (figure. 2).

<table>
<tr><td colspan="3">

Text I</td><td colspan="3">
Figure 2: Wilkenson, Complete Gods, figure in p. 197.</td></tr>
<tr><td>Falcon</td><td>Bull</td><td>Seth animal</td><td>Horus</td><td>King</td><td>Seth</td></tr>
</table>

Looking to statues and the animal signs in the texts, the statue of Horus is shown on the left hand side suiting the first position of the falcon in the text. In the middle is the king's statue and in the text the king was

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[56] Edgerton, *Historical Records*, 107, pl. 101 line 17.

[57] P.A. Clayton, *Chronicle of the Pharaohs. The Reign-By-Reign Record of the Rulers and Dynasties in Ancient Egypt*, (Thames and Hudson, 2001), 28.

[58] P. von Zabern, Official Catalogue. *The Egyptian Museum Cairo*, (Mainz. Germany, 1987), no. 87.

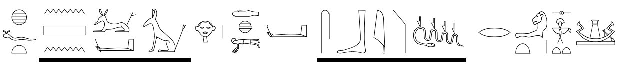
[59] R.H.Wilkenson R.H., *The Complete Gods and Goddesses of Ancient Egypt*, (Thames and Hudson, 2003), figure in 197.

described as a bull. Finally there is the statue of Seth on the right hand side whose animal sign occurred in the third position in the text. The position of the king in this remarkable triad can be also found in the text accompanying the scene of attacking a fortress in Amor in which the king was said to be enfolded between Horus and Seth for their strength and awe were united in his body [60].

The Seth Animal and the Snake

The enemies were usually described as wild animals, cattle, small birds, mice, locusts and fish to symbolize their inability to confront the king and to express their naïve nature. The coming two texts concerning the battle against the Sea People are unique. They associated the Sea People with the determinative of the chaotic evil demon *ʿȝ-pp* "Apophis" [61] shown as hindered snake with several knives penetrating its body while the king was described as god Seth as displayed in the following sentences:

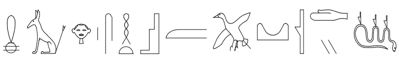
I. In the battle of the king against the land forces of the Sea People.

 62

h̠ft nšn ***Stẖ*** *ḥr dḫ* (6) ***sbỉ*** *r ḥȝt Sktt*

"when **Seth** **rages** to cast down the **enemy** in front of the sun bark " [63].

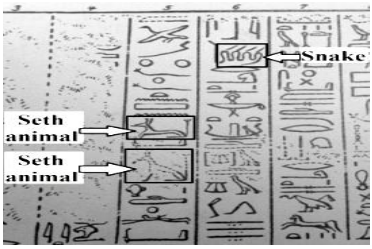
II. In the scene of the king while shooting his arrow against the Sea People whose fleets are confronted by the Egyptians.

 64

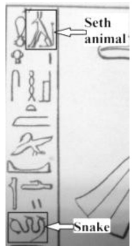
mỉ ***Stẖ*** *ḥr sḥtm* ***pȝ ḏw qdy***

"like **Seth** at the time of causing the destroy of the **Evil of Character** " [65].

[60] Edgerton, *Historical Records*, 100, pl. 94 line 10-11.
[61] *LGG* II, 72-74.
[62] Epigraphic Survey, *Habu I*, pl. 32, lines 5-6 and Kitchen, *Ramesside* V, 30.10-11.
[63] See also the translation in Edgerton, *Historical Records*, 39, pl. 32 lines 5-6.
[64] Epigraphic Survey, *Habu I*, pl. 37, line 21 and Kitchen, *Ramesside* V, 32.12.
[65] See also the translation in Edgerton, *Historical Records*, 42, pl. 37 line 21.

I. 

Epigraphic Survey, *Habu I*, pl. 32.

II. 

Epigraphic Survey, *Habu I*, pl. 37.

Associating the Sea People with the evil demon Apophis in the words *sbỉ* "enemy" in Text I and *pꜣ ḏw qdy* " the evil of characters " in Text II refers to the complete understanding of the scribe with their extreme danger that threatened the stability of the world. This was mentioned in a text that no land represented in Hatti, Kode Carchemish, Yereth and Yeres was having the ability to stand before the Sea People and they were completely devastated [66]. For Apophis was the main adversary of the sun god Re [67]. Therefore the Egyptian king who was ruling with the justice of the sun god Re was not only defending Egypt but he was protecting the stability of the world from the destructive invading waves of the Sea People. In this view the scribe tried to capture the feelings of the readers through presenting a dramatic idea that if Egypt fall no sun shall rise in the world of living. It is also clearly recognized from describing the king as Seth who defeated the enemy before the sun bark that the scribe had inspired this rhetoric text from the illustration of Seth while standing on the prow of the bark of Re and spearing his harpoon in the body of the snake Apophis [68].

The Ram's Forepart and the Vulture's Head.

Many texts glorified the great personality of the king for possessing *šfy* "awe" and *nrỉ* "terror" that captured the feelings of the enemies as displayed in the following examples.

I. Among the texts of god Amun while presenting the sickle to the king to fight the Libyans.

 [69]

[66] Edgerton, *Historical Records*, 53, pl. 46 lines 16-17.

[67] J.F. Borghouts, *Book of the Dead [39]: from Shouting to Structure*, (SAT 10, Wiesbaden, 2007), 12-15, 26-27 and 32 and L.D. Morenz, "Apophis: On the Origin, Name, and Nature of an Ancient Egyptian Anti-god", *JNES* 63 (2004), 203.

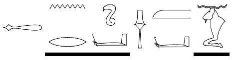
[68] Velde, *Seth*, 99.

[69] Epigraphic Survey, *Habu I*, pl. 14, line 20 and Kitchen, *Ramesside* V, 11.12-13.

[*////*] ***nrw****.k qmꜣ* [***šf***]***t****.k m tꜣ nb wꜣt*

" [I make] your **terror** (and) create your **awe** in every distant land " [70].

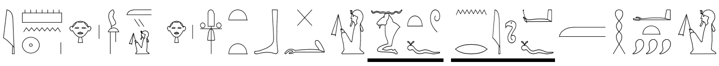
II. Among the description of the king while marching to confront the Libyans.

 71

ꜥꜣ nrw sḫm šft

"Great of **terror**, mighty of **awe** " [72].

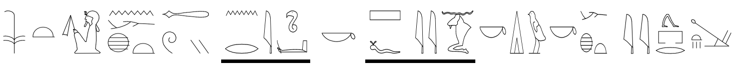
III. In the scene of the king while celebrating his victory over the Sea People.

 73

Ỉmn ḥr ỉmnt.ỉ ḥr ỉꜣbt.ỉ ***šftw****.f* ***rnỉ****.f m ḥꜥwt.ỉ*

"Amun-Re was on my right and on my left, and his **awe** and his **terror** were in my limbs"[74].

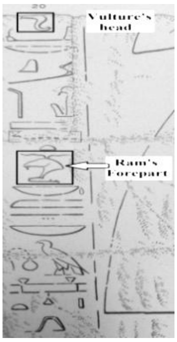
IV. Among the texts of the Libyan captives who invoked mercy from the king.

 75

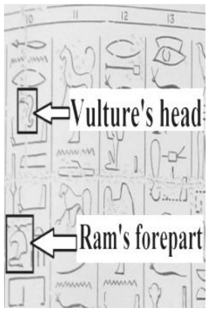
Nsw nḫt ꜥꜣwy ***nrỉ****.k* ***šfy****.k dỉw.k ḫty prwt.n*

"O mighty king, how great is your **dread** and your **awe**. You caused the retreat of our seeds"[76].

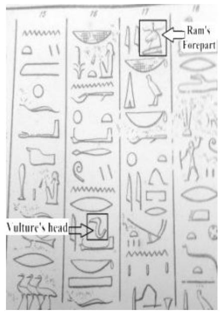
[70] See also the translation in Edgerton, *Historical Records*, 6, pl. 14 line 20.
[71] Epigraphic Survey, *Habu I*, pl. 17 line 10 and Kitchen, *Ramesside* V, 13.6.
[72] See also the translation in Edgerton, *Historical Records*, 9, pl. 17 line 10.
[73] Epigraphic Survey, *Habu I*, pl. 42, lines 10-11 and Kitchen, *Ramesside* V, 33.8-9.
[74] See also the translation of Edgerton, *Historical Records*, 43, pl. 42 lines 10-11.
[75] Epigraphic Survey, *Habu I*, pl. 26 lines 16-17 and Kitchen, *Ramesside* V, 20.6.
[76] See also the translation of Edgerton, *Historical Records*, 19, pl. 26, lines 16-17.

I. 

Epigraphic Survey, *Habu I*, pl. 14.

II. 

Epigraphic Survey, *Habu I*, pl. 17.

III. 

Epigraphic Survey, *Habu I*, pl. 26.

Although god Amun provided the king with awe and terror but the ram's forepart and the vulture's head would direct the mind of the readers to the divine role of Amun and his consort goddess Mut to protect the king and hinder the enemies. For the ram forepart symbolized the impressive dignity of god Amun [77] while the vulture's head was associated with goddesses Nekhbet and Mut [78]. This idea was expressed in the marching scene of the king to confront the Libyans preceded by the standards of Amun and Mut [79]. In scenes the king presented the Nubian, the Libyan and the Sea People captives to Amun and Mut [80].

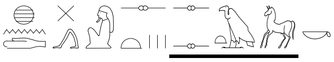
Vulture

Many texts described the miserable condition of the enemies who were defeated before the horses of the king [81]. For the word " horses " it is inscribed as *ssmwt* in texts of the Nubian war [82]. But it is considered remarkable to find the word written in the other texts concerning the wars against the Libyans and the Sea People while

[77] Vernus, *Bestiaire*, 472.
[78] R.H. Wilkenson, *Reading Egyptian Art: A Hieroglyphic Guide to Ancient Egyptian Painting and Sculpture*, (Thames & Hudson, New York, U.S.A 1992), 85 and Bonnamy, *Dictionnaire des Hiéroglyphes,* 839, H4.
[79] Epigraphic Survey, *Habu I*, pl. 14.
[80] Epigraphic Survey, *Habu I*, pls. 11, 26 and 44.
[81] Edgerton, *Historical Records*, 1, pl. 9 lines 9-11; 9, pl. 17 lines 6-7; 10-11, pl. 18 lines 7-8; 38-39, pl. 32-34 lines 6-7; 21, pl. 46 line 21; 62, pl. 70 lines 4-5; 71, pl. 72, line 1 and 63, pl. 73 line 4.
[82] Epigraphic Survey, *Habu I*, pl. 9 lines 10-11 and Kitchen, *Ramesside* V, .6-.

including vulture *mwt* [83] in its component as shown in the following examples:

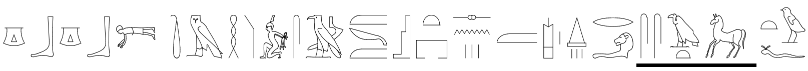
I. Among the text of Amun to the king who was marching to confront the Libyans.

 84

ḫnd.i st ẖr ḥ3t ***ssmwt****.k*

" I tread them under the front of your **horses** " [85].

II. The king is shooting the Libyans with his arrow.

 86

gbgb Tỉmḥ sm3 m st.sn m ỉwnw r-ḥ3t ***ssmwt.****tw.f*

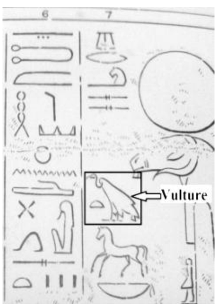
" The Temeh fell down, killed in their places in heaps to the front of his **horses** " [87].

III. The king is attacking the Sea People.

 88

dgdg t3w ḫ3swt m ḥdbyt sḫ m sd r ḏ3ḏ3 r-ḥ3t ***ssmwt***

" the plain and hill countries trample down by means of prostrating, beaten from tail to head to the front of his **horses**" [89].

I. 

II. 

III. 

Epigraphic Survey, *Habu I*, Epigraphic Survey, *Habu*

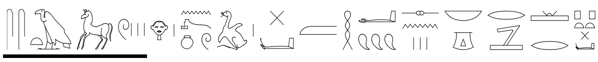
[83] Allen, *Middle Egyptian*, 433 sign G14.
[84] Epigraphic Survey, *Habu I*, pl. 17 line 7 and Kitchen, *Ramesside* V, 13.3-4.
[85] See the translation of Edgerton, *Historical Records*, 9, pl. 17 line 7.
[86] Epigraphic Survey, *Habu I*, pl. 18 lines 7-8 and Kitchen, *Ramesside* V, 14.4-5.
[87] See the translation of Edgerton, *Historical Records*, 10-11, pl. 18 lines 7-8
[88] Epigraphic Survey, *Habu I*, pl. 32 lines 6-7 and Kitchen, *Ramesside* V, 30.11.
[89] See the translation of Edgerton, Historical Records, 38-39, pl. 32 lines 6-7.

pl. 17.

I, pl. 18.

Epigraphic Survey, *Habu I*, pl. 32.

Replacing the owl of *m* letter with the sign of the vulture *mwt* that represented the name of the principal Theban goddess Mut [90] clearly refers to the symbolic purpose of the scribe. He cleverly expressed that the horses of the king were possessed by the magical power of goddess Mut and they would never fail him in the battlefield. This suits the text before the standard of goddess Mut that gave the king her eternal magical protection in his way to confront the Libyans [91]. In a scene the goddess provided the king with her magical protection [92]. Moreover the Egyptian horses were understood to embody the mighty of goddess Mut as expressed in the text of the 8th year Libyan war.

 [93]

***ssmwt** ḥr nwṯ m ḥʿw.sn nb gr r ptpt*

“ Their **horses** (are) about to quiver in all their bodies, ready to trample ” [94].

The Feline’s Hindquarter

Many texts assured the ability of the king in defeating the one who assailed him through violating the Egyptian borders [95]. For the word referring to the attacking action of the enemies the scribe used the verb *pḥ* “assail” that included the feline’s hindquarter [96] as shown in the following texts:

I. The king is marching to confront the Libyans.

[90] Wilkenson, *Reading Egyptian Art*, 85 and Bonnamy, *Dictionnaire des Hiéroglyphes*, 835, G14.

[91] For the scene see Epigraphic Survey, *Habu I*, pl. 14, line 18 and the translation in Edgerton, *Historical Records*, 6, pl. 14 line 18.

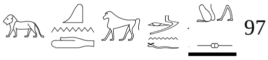
[92] For the scene see Epigraphic Survey, *Habu I*, pl. 18 and the translation in Edgerton, *Historical Records,* 11, pl. 18 line 8.

[93] Epigraphic Survey, *Habu I*, pl. 46 line 21 and Kitchen, *Ramesside* V, 40.12.

[94] See the translation of Edgerton, *Historical Records*, 55, pl. 46 line 21.

[95] See the translations of these texts in Edgerton, *Historical Records*, 9, pl. 17 line 11; 37, pl. 31 lines 3-7; 41, pl. 37 lines 18-19 and 61, pl. 70 line 2.

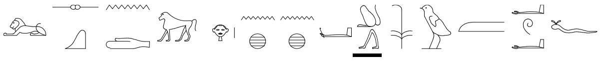
[96] Allen, *Middle Egyptian*, 432 sign, F22 and Bonnamy, *Dictionnaire des Hiéroglyphes*, 830, F22.

 [97].

mꜣi qnd mꜣꜣ.n.f ***pḥ****.s*

" a lion raging when he saw his assailant " [98].

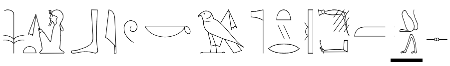
II. The king is standing on the shore while directing his arrow towards the fleet of the Sea People.

 [99]

rw sqnd ḥr nḫnḫ ***pḥ*** *sw m ꜥwy.f*

" an enraged lion to attack (the one who) **assails** him with his paws " [100].

III. The king is chasing the fleeing Libyans.

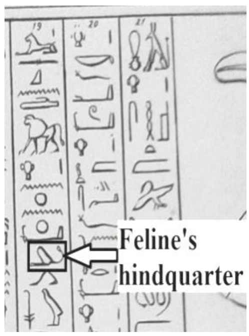
 [101]

Nsw biwk Nṯri mḥ m ***pḥ****.s*

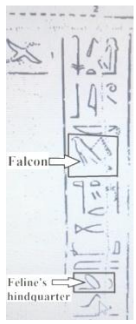
" the king, a divine falcon seizing upon his **assailant**" [102].

I.


Epigraphic Survey, *Habu I*, pl. 17.

II.


Epigraphic Survey, *Habu I*, pl. 37.

III.


Epigraphic Survey, *Habu II*, pl. 70.

Choosing the verb *pḥ* with feline's hindquarter might refer to intention of the scribe to make the minds of the readers imagine the battlefield with the heroic attacking image of the king who was described as lion in sentences I and II and as falcon in sentence III and before him only appear

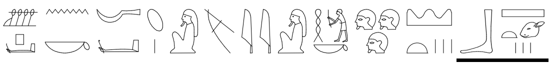
[97] Epigraphic Survey, *Habu I*, pl. 17, line 11 and Kitchen, *Ramesside* V, 13.6-7.
[98] See also the translation of Edgerton, *Historical Records*, 9, pl. 17 line 11.
[99] Epigraphic Survey, *Habu I*, pl. 37 lines 18-19.
[100] See the translation of Edgerton, *Historical Records*, 41, pl. 37 lines 18-19.
[101] Epigraphic Survey, *Habu II*, pl. 70 line 2.
[102] See the translation of Edgerton, *Historical Records*, 62, pl. 70 line 2.

the hindquarters of the fleeing enemies who became like the terrified animals. This might also explain the reason of not using other verbs with the attacking meaning because of having efficient determinatives like crocodile in *ꜣd* [103], walking legs in *hꜣi* [104], two arms the last is holding a stick in *hd* [105], arm holding a stick in *šꜥf* [106] and the horn in *ṯwn* [107]. This idea can be emphasized through the association of the king with the leopard head in the word *pḥty* " strength " to express his ability in hindering the enemies [108].

The Un-horned Ox

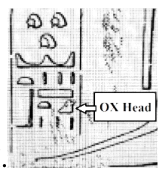
The un-horned ox [109] was used as a determinative in two words *bštw* " rebellious " and *ssn* " breath ".

I. For the first word it occurred in the text accompanying the scene of the king while receiving the sward sickle from the god Amun before going to fight the Libyans.

 110

šsp n.k ḫpš sꜣ.i mry.i ḥw.k tpw ḫꜣswt bštw

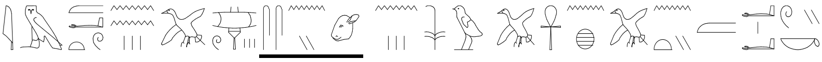
"take to you the sward my son, my beloved (that) you may smite the heads of the **rebellious** countries " [111].

I. 

Epigraphic Survey, *Habu I*, pl. 13

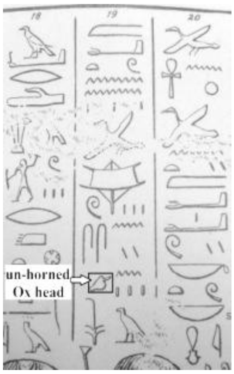
II. The second word *ssn* was used among the speech of the captives to the king who was presenting them to god Amun.

[103] *Wb* 1, 24.17.
[104] *Wb* 2, 475.1-4.
[105] *Wb* 2, 504.14-505.9.
[106] *Wb* 4, 421.11-12.
[107] *Wb* 5, 359.11-12.
[108] See the translations of these texts in Edgerton, *Historical Records*, 8, pl. 16 line 14; 11, pl. 19 line 1; 14, pl. 22 line 23; 15, pl. 23 line 1; 17, pl. 24 line 1; 19, pl. 26 line 21; 35, pl. 29 lines 5, 8, 25 and 33 and 37, pl. 31 line 3.
[109] Allen, *Middle Egyptian*, 431, sign F 63.
[110] Epigraphic Survey, *Habu I*, pl. 13, line 7 and Kitchen, *Ramesside* V, 10.12.
[111] See the translation of Edgerton, *Historical Records*, 4, pl. 13 lines 6-7.

 [112]

ỉmỉ.tw n.n ṯ3w ***ssn****.n sw p3 ꜥnḫ p3 nty m ꜥwy.k*

" may it is given to us the breath (that) we can **breathe** it (and) the life which is in your hands " [113].

II. 

Epigraphic Survey, *Habu I,* pl. 26.

No doubt the ox head in the word *bštw* from Text I suits the descriptions of the enemies in many texts as cattle [114]. Also it referred to the permission the king received from god Amun to cut the heads of the evil ones to protect Egypt. From another point probably the scribe used the un-horned ox that differs from horned one  [115] to symbolize the inability of the enemies to hurt the king. This is emphasized through describing the king as mighty bull that depended on its sharp horns to attack the enemies [116]. The effective power of the king against hindered enemies was expressed in the text of the 11th year of the Libyan war that described the king as the [mighty] bull who bagged the heads of wild cattle [117]. In a remarkable rhetoric description the king in the battlefield was said to have his eyes on his horns and ready to attack his assailant [118]. This might lead

[112] Epigraphic Survey, *Habu I*, pl. 26 lines 19 and Kitchen, *Ramesside* V, 20.7-8.
[113] See the translation of Edgerton, *Historical Records*, 19, pl. 26 lines 19.
[114] See Edgerton, *Historical Records,* 22, pl. 27-28 lines 31-32; 37, pl. 31 line 4; 82, pl. 80-83 line 36.
[115] Allen, *Middle Egyptian*, 431, sign F 1 and Bonnamy, *Dictionnaire des Hiéroglyphes*, 828, F1.
[116] See the texts in the translation of Edgerton, *Historical Records*, 10, pl. 18 lines 4-5; 26, pl. 27-28 line 32; 59, pl. 62 line 5; 79-83, pl. 80-83 line 26.
[117] Edgerton, *Historical Records*, 77, pl. 80-83 line 18.
[118] Edgerton, *Historical Records,* 32, pl. 27-28 line 56-57.

the readers when seeing the un-horned ox as determinative in the word rebellious to consider the enemies totally blinds.

Concerning Text II the ox head in the word "breathe" expresses to what extent the captives were desperate and their hearts were captured with fear from the miserable fate that was waiting them. Therefore they were seeking mercy through being allowed to have second chance for life. According to these the scribe through using the ox head identified the defeated chiefs with the slaughtered animals presented as offerings to god Amun. This can be expressed through the location of the text above the captives with their heads bound to each other.

Conclusion

The scribe succeeded in using the animal signs to associate the king with the positive symbolic ideas. Through the ibis bird of the wisdom god Thoth the king represented the power of justice. In another aspect the violent nature of the king as the storm god Seth protected the stability of the world against the malicious goals of the Sea People who were associated with the evil snake demon Apophis. The scribe depended on the image dualism to present the political idea of emphasizing the unification of Egypt through the images of Horus and Seth. He used the lion and the baboon to symbolize the king's possession of both mighty and wisdom. Amazingly this might be the origin of the popular stories that included the lion as the jungle king while the baboon was his private counselor. The scribe referred to the important supporting role of the Theban couple Amun and his consort Mut through the ram's forepart and the vulture's head respectively. The scribe was also clever in exploiting the phonetic sign of the vulture of goddess Mut to use it in the component of the word *ssmwt* representing the horses of the king. In addition the scribe expressed the inability of the enemies who could not confront the king through using parts of animals with weak aspect like the feline's hindquarter and the un-horned ox.

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Al-Azhar's Political Role during World War II (1939-1945)

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Abstract

Al-Azhar role was not only religious or cultural, but it was a major participant in the national movement and political life. This role has become evident throughout the history of the Egyptian National Movement and during World War II, when Egypt suffered economically and politically during the war years. All sects of society were seeking independence from Britain, and Al Azhar was not excluded from the scene. This article discusses the role of Al-Azhar during that difficult phase of Egypt's Modern history, especially with regard the famous incident of Abdeen palace 1942, that was about to topple the throne of King Farouk , and how that the scholars of Al-Azhar and its students came out chanting and condemning the incident and the British occupation not only for supporting the king as a guardian but also for rejecting the British occupation and the terms of the 1936 treaty that made Egypt suffer the scourge of war, even though it was not a participating party. Thus, Al-Azhar institution has become a haven for Egyptians under this cloudy climate.

Key words: Al Azhar, Abdeen Palace, Farouk, World War II.

Introduction

When the Fatimid state laid the pillars of its rule in Egypt and founded Cairo; the fourth Islamic capital, Jawhar Al Siqelly constructed a mosque to spread the Fatimid call in Egypt; it was Al-Azhar Mosque. It was built in 361 AH (972 AD) to be an official mosque for Cairo. Al Azhar had an enlightening role besides the religious one through a combination of study rings inside it. Despite the deterioration that afflicted Al-Azhar during The Al-Ayubid period[1], it has regained its strength during the Mamluk era. Thus, the fifteenth century is considered the golden age of Al-Azhar, as it occupied a prominent place among the schools of Cairo; it has become a mother school and the major Islamic University. Every scholar hoped to teach inside the corners of Al Azhar Mosque[2]. It was extended during the Mamluk era as a mosque and as a University with the establishment of two schools in the first half of the eighth century AH. A third school was set up late in the first half of the ninth century AH[3]. During that period Al-Azhar was a source of light of knowledge, and the most famous scientists were studying in it. It has a great credit in achieving the science assets that were popular in that era. The role of Al-Azhar continued after the Ottoman conquest of Egypt. Its scholars have had a great role in facing the oppression of the rulers[4].

Al-Azhar had a great role during the French campaign in 1798 when it resisted the injustice of the French and led the revolutions against the despots. Bonaparte realized that he came to govern a people having their religion and traditions. So, he turned his attention to Al Azhar and the scientists from the beginning and showed his respect for Islam. We find that he pursued a policy of courtship with the Al-Azhar scholars , gave them more respect and appreciation[5], and retained their privileges and their supervision on the Endowments. In his first week in Cairo, he issued a decree to allocate a horse for each scholar of Al-Azhar from among the

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[1] Doris Behrens- Abouseif, *Islamic Architecture in Cairo. An Introduction*, (EJ Brill, Leiden, 1992), p.58.

[2] Y.G.M. Lulat, *A History of African Higher Education from Antiquity to the Present*, (Greenwood Publishing Group, Westport, 2005), p.77.

[3] المقريزى ، *المختار من الخطط المقريزية ، " المواعظ والاعتبار بذكر الخطط والآثار* " ،(الهيئة المصرية العامة للكتاب ، القاهرة ، 1998) ، ص 23 .

[4] رأفت عبد الحميد ، *الأزهر الشريف قبل الحملة الفرنسية (الأزهر الشريف فى عيده الألفي)* ، (الهيئة المصرية العامة للكتاب ، القاهرة ، 1983)، ص 195 .

[5] عبد العزيز الشناوي ، *صور من دور الأزهر فى مقاومة الاحتلال الفرنسي لمصر فى أواخر القرن الثامن عشر* ، من أبحاث الندوة الدولية لتاريخ القاهرة ، مارس – أبريل ، 1969 ، (مطبعة دار الكتب ، القاهرة, 1971)، ص 19 -20 .

members of the Board of Cairo. This decision holds the honor and appreciation for the scholars of Al-Azhar[6] .

Al Azhar was the centre of the Revolution against the French through the Commission that prepared for the revolution and its leadership. Subsequently, the campaign was forced to pour its flames on the Al-Azhar[7], and opened its guns against it to destroy it or destroy the resistance emitting from it. On 21 October 1798 , a massive revolution was led in Cairo by Al-Azhar. The response was immediate; as the streets were filled with protesters and Azhar was the centre of the revolution[8]. In the meantime, Suleiman al-Halabi, a student from Al-Azhar assassinated Kleber, thus increasing hostility between the French and scholars of Al-Azhar which led to the arrest of a number of students and scholars of Al-Azhar. The military court issued a death sentence judgment to the killer and four of Al-Azhar students.[9] when Muhammad Ali took power, he began to work on the elimination of these leaders and scientists who brought him to power. So, he exiled scientists , and took plans to undermine the Al-Azhar and took some measures such as: the seizure of the endowments of Al Azhar that resulted in a lack of Al Azharite students and teachers who left their work due to low salaries[10].

Al Azhar suffered widely under the British rule. The British occupation of Egypt 1882 was not only aiming at the military or political control, but it had a much deeper aim as it sought to control the minds of the Egyptian people . So, Britain was serious in attacking and discrediting the Islamic religion with the help of the Orientalists. It also fought against Al-Azhar and worked on weakening its role of the political arena through several

[6]Metin Heper, Raphael Israeli(ed.), *Islam and Politics in the Modern Middle East(RLE Politics of Islam)*, second edition, (Rutledge, New York, 2014), p. 25.

[7] Geneive Abdo, *No God but God: Egypt and the Triumph of Islam*, (Oxford University Press, 2000), p.47

[8]Geneive Abdo, *No God but God: Egypt and the Triumph of Islam*, p.48.

[9] رأفت عبد الحميد ، *مرجع سبق ذكره* ، ص 215 - *مجلة الأزهر* ، المجلد الخامس والعشرين ، 1373 هـ / 10 سبتمبر 1952 ، الجزء الأول ، ص 52 .

[10] عبد الرحمن الرافعي ، *تاريخ الحركة القومية وتطور نظام الحكم فى مصر* ، الجزء الثاني ، (الهيئة المصرية العامة للكتاب ، القاهرة ، 2000)، ص 296 .

ways, including[11], Creating a competitor to Al Azhar in the field of education such as the civil education and the foreign schools. Also, some educational institutions were set up to compete against Al Azhar such as the Legitimate Judiciary School and Dar Al Uloom School ; the first to graduate judges in the Sharia courts and the second to graduate teachers of the Arabic language in schools and the Ministry of Education. The aim was to keep Al Azhar away from this and away from its control over the law and education. The occupation aimed at isolating Al Azhar from the community to give an impression that the weakness lies in the religion called to by Al Azhar scholars and in the subjects studied by its graduates and not in the Western culture . Thus, the British occupation directed their attention to attacking Al Azhar and imposing restricts on them by not providing job opportunities for them.

The history of Al Azhar was recorded in the 1919 revolution. It was also a symbol of steadfastness , patriotism and a struggle to defend the country throughout the ages. Al Azhar was the centre of the revolution. Its scholars and students wrote speeches and poems that gave rise to feelings. Al Azhar welcomed young as well as old people. It also welcomed Muslims as well as Christians within its yards. All sects of Egyptians gave many speeches. People cannot forget Father Sergius when he ascended the prayer platform of Al Azhar Mosque and began to transmit enthusiasm in the hearts of people to demand freedom and independence.[12] All this shows how important the role played by Al Azhar was in demanding for independence and freedom. Thus, Al Azhar remained a fort and platform for Jihad against injustice, corruption and occupation. Thus, the role of Al Azhar was not only religious but it was also political and contributed strongly in the political and military life.

Al Azhar's Political role Prior to World War II

Al Azhar became greatly involved in politics and elections run in 1938, due to the relationship between Sheikh of Al Azhar and prime minister

[11] Metin Heper, Raphael Israeli(ed.), *Islam and Politics in the Modern Middle East(RLE Politics of Islam)*,p.26.

[12] عبد العزيز غنيم ، *فى أثناء الثورة المصرية (الأزهر والنضال الوطني)* ، (الهيئة المصرية العامة للكتاب ، القاهرة ، 1983)، ص 222 .

Mohamed Mahmud and the desire of the latter that students of Al Azhar should help the minority parties in their planning for the elections. When the electoral battle began, Al Azhar was used as a mean to attack the opponents of the cabinet especially Al wafd party. We also find that Al wafd itself used some Azharites in their fight against their opponents especially the Liberal Constitutionalists and Al Saadeen. At that period, Al Maraghy became involved in political activity in a way that made him part of the partisan political rivalries. He practiced this activity as he was supporting the king and was in close contact with the Liberal Constitutionalists in their fight against Al wafd. It was said that he was instigating Al Azhar students to support the constitutionalist candidates in the 1938 elections. [13]

March 1938 witnessed the highest evolution in the electoral movement. Al Balagh newspaper began to attack Al wafd, its chairman and its newspaper. It published an article by Abbas Mahmud Al Aqqad in which he reminded people of the religious lessons. Makram Ebeid had a role in stopping it. Al Aqqad accused Makram Ebeid of the incitement to cheer against sheikh Al Azhar and calling for his downfall. He also accused Al Masry newspaper of plotting against the Azharites and Al Azhar. However, he denied these charges and confirmed the existence of links of affection between him and Sheikh Maraghy. He also sent a report to the chief prosecutor of Egypt requesting the prosecution to protect him from this tendentious propaganda[14].

Makram Ebeid, during his speech in his constituency (Shoubra) confirmed good relationship with Al-Azhar saying, " *I admit to you that what hurts me and my heart is to be told that I am an enemy of Islam and an enemy of Al-Azhar. Those who know me well, including my opponents, are well aware that they are telling lies. If Christians were closer to Muslims, Makram Ebeid would be the closest*". The attendants cheered(long live Makram, the Egyptian- Long live Makram , friend of Muslims- long live the union), and then continued his speech , saying , " *As for my hostility to Al Azhar, I say that I am not an enemy of Al-Azhar nor of my*

[13]. سعيد إسماعيل على ، *دور الأزهر فى السياسة المصرية* ،(دار الهلال ، القاهرة ، بدون .تاريخ)، ص 336 .

[14]. المصرى ، 2 مارس 1938 .

brothers and my president; May Allah forgive them. On the contrary, I feel indebted to Al Azhar I as long as I live. I will never forget that I owe Al Azhar much of. I also awe much to my teachers from Al-Azhar who corrected my tongue and my logic. They also corrected my behaviors. I still have strong ties with those from among them who are still alive as well as those who died"[15].

Here, we note that Makram Ebeid was well aware of the opposing propaganda and its bad effect on the elections especially when it had any relation with religion and Al Azhar. During the electoral battle , he used Al Azhar as a square for his speeches in his fight against Al wafd party with a focus on Makram Ebeid as a secretary general for the party[16]. This activity was extended to include all nearby neighbourhoods of Al Azhar. In Darb al-Ahmar district, the party's candidate of Saady party, Ahmed Maher, depended greatly on the support of the Azharites. Al Wafd Party candidate (Zuhair Sabri) felt this. So, he wrote a warning to Ahmed Maher saying: (to my rival Ahmed Maher Effendi in Darb al-Ahmar constituency: If you rely on Azharites, you should know that they are men of religion, not carriers of sticks, but carriers of the Book of Allah.(Glory be to him)[17].

The cabinet of Mohamed Mahmud used Al-Azhar students in the propaganda against Al wafd party in the regions and what happened in one of the suburbs of Ayyat district where a delegation of 58 Azharites, accompanied by the son of Sheikh Hassan Al deeb; one of the relatives of the candidate of the Liberal Constitutionalists party in this area, began to launch opposing propaganda against Al Wafd party. Some Azharites used to say in the regions that Al Nahhas, chairman of Al wafd party, hates Islam and prohibits prayer in mosques and that he does not fear Allah.[18]

The election battle resulted in the winning of the Liberal Constitutionalists and Saadeen and 55 of the independents, loyal to the government , 12 of the Wafdist , 45 of the National Party and the total

[15]. المصرى ، 6 مارس ، 1938

[16]. المصرى ، 7 مارس 1938

[17]. المصرى ، 3 مارس 1938

[18]. المصرى ، 14 مارس 1938

was 264 MPs[19]. At these times, the Egyptian delegation issued a statement to the nation stating that" the use of Al-Azhar students was not an element of the many pressing elements used by minority parties to fight against Al wafd party, but that was not the only element the led to the victory of minority parties, but that the use of forgery, as was well known, helped in the first place bring down the candidates of Al wafd ".[20]

In answer to a question raised by Mahmud Suleiman Ghannam to the Prime Minister about the number of students who did not attend their lessons during the elections, he confirmed the use of the cabinet of Al Azhar students in the electoral battle .

Table 1: The number of students who did not attend a college, Al Azhar institute or religious institutes with or without an excuse, from 28 February to 8 April, 1938.

College or institute	Duration / from February 28 to April 18, 1938			
	number of students	With excuse	Without excuse	total
Faculty of Arabic Language	465	167	155	322
Faculty of Sharia	889	285	197	482
Basics of religion	721	215	245	460
Cairo Institute	2152	756	656	1412
Tanta Institute	1449	176	-	176
Alexandria Institute	788	169	535	704
Zagazig Institute	1459	385	437	832
Shebin Institute	625	137	141	378

[19] عبد الرحمن الرافعي ، مرجع سبق ذكره ، ص 60 .

[20] المصرى ، 12 أبريل 1938 .

Desouk Institute	272	69	63	132
Damietta Institute	378	22	34	56
Assiut Institute	957	224	103	327

Source: The House of Representatives, the minutes of the eighth session , December 20, 1938

Sheikh Al Maraghy Mediation between Political Parties in 1939

On August 12, 1939, Mohamed Mahmud submitted his resignation following a meeting with Saied Zulfaqqar Pasha, chief secretary of the king in which he told him of the king's desire in the resignation. Newspapers talked about the formation of a new cabinet headed by Ali Maher, head of the royal courting the period from 12 to 18 August. Ali Maher was not asked officially to form the cabinet. During that short period, Al Maraghy, sheikh of Al Azhar was active and acted as a political mediator between the two parties of the former cabinet and the constitutionalists and Al Sadeen and between Ali Maher and the palace. This role was not known before. The aim of this political activity on the part of sheikh Al Azhar was to support the parties of the former cabinet to join the new cabinet in case it was formed by Ali Maher Pasha. [21] As a result, the ministers held their meetings in Alexandria and Sheikh Mustafa Maraghy was the mediator [22].

The ministers of the two parties believed that they have an absolute majority in the House of Representatives and constitutionally they should have the same majority in the new cabinet. Besides, the Board of directors of the two parties have the right to choose its candidates in the new cabinet on condition that its candidates assume the highest level ministries that were in the hands of the parties in the resigned cabinet such as the ministry of finance , ministry of the interior and ministry of justice.[23] But in the meantime the Liberal Constitutionalists decided not to take part in the cabinet after knowing that Maher was ready to engage two ministers only from the Liberal Constitutionalists in his cabinet; they were Helbawi Bek and Abdel Majeed Ibrahim Bek. None of them was once a minister. the Liberal Constitutionalists decided not to take part in the cabinet. So, the cabinet of Ali Maher was composed of his supporters.

[21] المصرى ، 14 أغسطس سنة 1939 م .
[22] الإتحاد ، 16 أغسطس سنة 1939 م .
[23] الاتحاد ، 17 أغسطس 1939 م .

AlSaadian also took part in this cabinet by four ministers [24]. Some Azharites condemned sheikh of Al Azhar for his mediation and considered this to be an abuse to Al-Azhar. They also reminded him of what the cabinet of Ali Maher pasha did towards Al Azhar and the hard line position of the minister of Education towards Al Azhar[25].

Azhar during World War II

After Great Britain prepared itself militarily for the possibility of World War II , they made a great effort to ensure the support of Egypt to Britain during the war. The British High Commissioner did great efforts through his relations with the Egyptian politicians before the war. He also made contacts with the educational institutions including Al Azhar for fear of Italian propaganda of anti- Englishmen that may come out from Al-Azhar. So, Lampson, the British High Commissioner asked Sheikh Mohammed Mustafa Al Maraghy to consult with him in the general conditions and internal politics. The High Commissioner told sheikh of Al-Azhar that there was an Italian propaganda that said that the English persecuted Muslims and that Italy was a friend to Muslims .the High Commissioner asked sheikh of Al Azhar about the possibility of seeking the support of Sufism to invalidate this Italian propaganda and strengthen the morale of the people and also by preachers in mosques and through Al-Azhar .[26]

Al Maraghy told him that he gave his instructions to the preachers to preach people and to be patient and perseverant. Lampson expressed his concern about the Italian propaganda, which was on the Aljbert gallery and the Moroccan one. Al Maraghy said " I know that" as the Italian built a house for Libyan students who were studying in Al Azhar. They gave them salaries to encourage them to study hard. Also, Italy used to pay salaries to students in Aljibert gallery. They were Eritreans and Ethiopians. Sheikh (Nour) was in close contact with the Italians. Sheikh of Moroccan gallery was also in contact with them. Al Maraghy found that it was inappropriate to take an action against them as they were poor students and it was difficult to prevent them from entering Al Azhar. In case he did this, he would be accused of preventing Muslims from religious education in Al Azhar. Besides, if these students didn't get

[24]Parker R.A.C., *The Second World War. A Short History* (Oxford University Press, New York, 1989), p.21.

[25] Jackson Ashley, *The British Empire and the Second World War* (Carnegie Press, London, 2006), p.103.

[26]F.O 407-223, no.26, From sir M Lampson to viscount Halifax (May,19,1939).

salaries from the Italians, it would be difficult for them to continue their education in Al Azhar.[27]

Al Maraghy, recommended the British High Commissioner that France should organize the students who were living in the Moroccan gallery to take action against the Italian calls in Al Azhar and the High Commissioner should do the same in Sudan for students who were staying in Al Sennariah and barbarian galleries. However, the British High Commissioner commented on helping Al Azhar in confronting Italian propaganda that depicted the superiority of German and Italian troops. [28]. Also at the same meeting, sheikh of Al Azhar warned the British High Commissioner from Britain 's position towards Palestine. So, how come Britain seeks Egyptian and Arab collaboration with them while seeing their fellow Muslims in Palestine treated badly by the British. Also Sheikh Al Maraghy revealed the failure of British troops to protect the Egyptian lands. The Egyptians feared on their land from the superiority of the Italian military forces .[29]

It is clear that this interview ended with an outcome that the High Commissioner did not expect. It also ended with the disapproval of sheikh of Al Azhar to work against the Italian propaganda in Egypt. Sheikh of Al Azhar was only convinced of preaching and giving advice to people to keep calm and tranquil. Following the declaration of war in September 1939, just when the economic conditions worsened in the country, Sheik of Al Azhar took part in alleviating this economic crisis.[30] Preachers were active at that time and worked on lecturing among people. Al Maraghy worked to protect Egypt from the scourge of war. It was he who said in September 19th, 1941 at Beybars Mosque, at the time when Cairo was attacked by a severe air strike that war did not concern us, thus making the British anger. They expressed their protest to the cabinet of Hussein Serry against that phrase and considered Sheikh Al Maraghy one of the opponents of the allies.

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[27] Ibid.

[28] I

[29] الإتحاد ،2 سبتمبر سنة 1939.

[30] Jackson Ashley, *The British Empire and the Second World War*, (Carnegie Press, London, 2006), p.103.

The 4th February incident 1942

Since the Second World War, danger was away from Egypt. Egyptians did not feel it till the tenth of June 1940 when Italy declared war against France and Britain. Here the Egyptians felt that the danger was approaching them and the war seemed at hand. [31] The Abdeen Palace Incident was a military confrontation that took place on 4 February 1942 at Abdeen Palace in Cairo, and almost resulted in the forced abdication of King Farouk. During that critical period, Britain wanted a person to whom it may give confidence to be head of the cabinet. So, they had to notify the palace of the cabinet reshuffle as they said that Ali Maher's cabinet was not cooperating with it as it should be with Britain, according to the Treaty of Alliance and Friendship.

Farouk had many links with the Italians in general and his friend Polly in particular, so the British sought to counteract this by inviting him to London to convince him to maintain Anglo-Egyptian relations during the war[32]. The international situation worsened at the end of 1941 with the Axis powers gaining many victories over the Allies. At the beginning of 1942, Egyptian demonstrations appeared throughout the country in support of Rommel, with Italian flags flown from Egyptian houses. As a result, the British insisted on changing the government[33]. Owing to the Allies' alarm at the situation in the western desert, Lampson sent an ultimatum to Farouk: comply with the Allied request, or abdicate. When Farouk failed to yield, Lampson surrounded the palace with troops. Having no choice, the king capitulated to British pressure[34]. Farouk viewed the ultimatum as an abrogation of the Anglo-Egyptian treaty and an insult to the independence of the country. From the Allied perspective,

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[31] F.O.371-23306, J2796-1-16, No.872(289-41-39). Copy sent by Air Bag, British Embassy, Alexandria, 14 July 1939.

[32] F.O.371-23306, NO. 506, Lampson to F.O., 2 September 1939.

- F.O.371-23306, NO. 416 Decypher, J.2944-1-16, 3 August 1939.

[33] F.O. 371-23306, NO. 443, Lampson to F.O., Cairo, 1 February 1942.

[34] . المصري 5-2-1942 This newspaper just referred to the accident and did not comment on it. The British supported Al-Nahass because of his acknowledged antipathy towards fascists and because they thought he would be able to resist palace interference. As for Al-Nahass, he probably accepted the leadership in the hope of extracting material assistance from Britain for Egypt; he may also have wanted to undermine the minority parties' alliance with the king. It was also hoped that a Wafd government led by Al-Nahass would weaken the influence of the pro-Axis elements around King Farouk. Lampson eventually decided to force this choice on Farouk by insisting that he abdicate unless he agreed to ask Al-Nahass to form a government.

however, Lampson's ultimatum was a wartime measure justified by military emergency[35]. It would appear that the British had struck a deal with Al-Nahass. For the remainder of the hostilities, they were scarcely troubled by Egyptian politics. The Egyptian military response to these actions seems to have been confined to the presenting of arms by the Royal Guards as the British drove through the palace gates. The failure of the Egyptian Army to intervene was perhaps a result of the British strength, and may have been agreed upon by its leaders and the Egyptian politicians[36].

Here Al Azhar appeared in the scene. There were two incidents that toppled this cabinet alongside these difficulties. Al Azhar played a role in one of those two incidents: The first incident was the severance of relations with Feshy cabinet which paved the way for the ministerial crisis. A few days later the second incident took place which overthrew the cabinet of Hussein Sirri Pasha. It was the demonstrations that happened in February 1942. At the same time, the second German attack took place in the Western Desert.[37]

The Egyptians disagreed about these demonstrations; some said that they were plotted; others said that they were not. Those who said that they were not plotted argued that all sects of society were disappointed. Senior peasants felt disappointed of the then recent governmental procedures to keep up with the supply crisis through limiting the area that may be grown cotton as well as the lack of Consumer commodities, high prices and poor economic conditions. Besides, the axis troops that were advancing towards Egypt in 1942 were mainly while the invading country in the past was the former colonial Italy.[38] But there are some sources that attributed the demonstrations to Aarome land to Azharites[39]. Lord Killearen confirmed in his diaries on the Feb. 4th incident saying : "I think that Sheikh Al Maraghy, Sheikh of Al-Azhar,[40] is the primary instigator to these hostile demonstrations to us from among Ali Maher's friends and

[35] لطيفة محمد سالم, *فاروق و سقوط الملكية في مصر 1936-1952*,(مكتبة مدبولي, القاهرة, 1989), ص.109

[36] الدستور 5-1-1943 This newspaper reflects the relations between Britain and Al-Nahass. It is said that Al-Nahass sent a letter to congratulate the British Ambassador when he was given the title of Lord Killeren.

[37] محمد أنيس ، *4 فبراير فى تاريخ مصر السياسى* ،(القاهرة ، مكتبة مدبولى ، 1982)، ص 9 .

[38] F.O.371-23306, J 2662-11-6, No. 182 (33-19-39), 6 July 1939, General Situation in Egypt.

[39] F.O. 371-41326, No.1190, Killearen to Mr. Eden, 22 December 1943.

[40] أنور السادات ، *أسرار الثورة المصرية بواعثها الخفية وأسبابها السيكولوجية* ، الهلال العدد 76 ، 1957 ، ص 62-64 .

evil hostile figures."[41] But what lessens the significance of this argument is that Hussein Sirri Pasha gained the confidence of the English government. So, Dr. Heikal, a minister in the cabinet of Hussein Sirri Pasha, testified that Hussein Heikal was not in close contact with the English as was the case with Hassan Sabry . Again, the English intervened to save the cabinet of Hussein Sirri just before the severance of diplomatic relations with Al Feshy cabinet. Therefore, the severance of relations was requested by the English. [42]

It is known that Al-Azhar and sheikh of Al-Azhar were working for the sake of the National Movement and the hostility to Britain. So, there was no reason to prevent sheikh of Al Azhar from supporting the National Movement, So he told Al Maraghy that" *as long as Al Azhar's role was restricted to religious affairs , thus the government would not intervene; but in case Al Azhar intervenes in the political affairs, he would not hesitate to send the police to undertake the required procedures*". Thus, Sirri Pasha asked sheikh of Al Azhar to stop these demonstrations that were hostile to the English at once. But, these warnings were in vain and the demonstrations and chants were repeated once and again. In the streets of Cairo the next day. The demonstrators were holding signs against Britain and occupation.

The Prime minister was sure that the palace was supporting those demonstrations and movements in Al Azhar. It was also supporting the position of sheikh of Al Azhar. (so, he told Hussein Sirri Pasha, head of the royal court, that he was completely ready to suppress the movement of Al-Azhar mosque, provided he gets assurances from King Farouk that he supports this action). Hussein Pasha asked for a deadline to respond and then returned that same afternoon to tell him that the palace had no relation with this and that the Prime Minister can do what he wants.[43] This means that the palace is no longer in favor of the cabinet of Hussein Sirri Pasha, and that the palace knows that Sirri Pasha cannot do anything against the conspiracies plotted by the palace and Sheikh of Al Azhar. Accordingly, Hussein could not remain in the cabinet after it lost the satisfaction of the king. Moreover, the support of the parliament was no longer enough for the survival of the cabinet.[44]

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[41] نفس المرجع ، ص 64 .

[42] عبد العظيم رمضان ، *تطور الحركة الوطنية فى مصر من سنة 1937 -1948* ، ج2 ، الدار البيضاء ، ص 180 .

[43] F.O. 371-23306, No.77 Saving, J 2668, 10 July 1939, from Cairo to F.O.

[44] المصرى ، 5 فبراير ، 1955 .

Here emerged the role of Al-Azhar, which came out condemning the incident and vows the Wafdist cabinet to avenge what happened following the British blatant interference in the Egyptian affairs. The demonstrations of the scholars and students of Al Azhar were a good reflection of their refusal of what had happened. The feud increased between Al Azhar institution and the Wafdist party which was seen as an ally to the occupiers. So, it had to be fought with all means. When Al Wafd party took power in 4 February 1942, and it was natural that Al Maraghy would stand against this cabinet ,Al Wafd did not forget what was done by Al Maraghy in 1937 and 1938. Thus, Al Wafd instigated the students of Al Azhar against sheikh of Al Azhar and achieved a great success in this regard.

As a result of the instigation of Al Wafd cabinet for Azharites against sheikh Al Azhar , they demonstrated against him and called for his resignation. So, he stayed at his home and submitted his resignation but it was refused by king Farouk.[45] When sheikh Al Maraghy submitted his resignation and it was refused by the king, relations were resumed between the palace and the cabinet with regard law no. 15, 1927 and the question whether Sheikh Maraghy really restored it or not. For this reason, Al Maraghy was suspended at home for about ten months during which he couldn't go to Al Azhar. At that time, Al Nahhas asked the British ambassador to help him get out of the headquarters of Al Azhar. But the British ambassador did not want to get involved in these problematic affairs. He also said that the embassy had no relation with religious affairs.[46]

It becomes clear that Al Nahhas and his cabinet were trying to get rid of sheikh Mohamed Mustafa Al Maraghy and keep him away from Al Azhar as he was supporting the constitutionalist party and had a hostile attitude against Al Wafd party. Al Wafd never forgot what sheikh Al Maraghy did in the elections run in 1938 AD. They also never forgot the instigations of sheikh Al Azhar to the Azharites against Al Wafd and its candidates and supporting the Liberal Constitutional Party. The result was that Al Wafd lost the elections.

King Farouk refused the resignation. In his discussion, Al Nahhas said that he had the right to accept the resignation of sheikh of Al Azhar as Al Maraghy had restored law no. 15 for the year 1927 with the nullification of law no. 49 for the year 1930 as the nullification of the nullified is

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[45] حلمى النمنم ، *الأزهر الشيخ والمشيخة* ،(الهيئة المصرية العامة للكتاب ، القاهرة ، 2012)، ص 214 .

[46] سعيد إسماعيل على ، مرجع سبق ذكره ، ص 339 .

considered a restoration to the previous law. He gave evidence that when Al Maraghy submitted his resignation, he submitted it to the prime minister not to the king. By this , he admitted that the prime minister is entitled to accept the resignation. This argument lasted for about ten months during which sheikh of Al Azhar remained suspended till the resignation of Al Wafd in the late 1944. Thus Al Maraghy came back to Al Azhar in January 1945. He considered himself not resigned till his death in 1945.[47]

After the death of Sheikh Al Maraghy, King Farouk worked to appoint a sheikh of Al-Azhar. At that time, Al Wafd cabinet was not in power to oppose the king's decision as the then cabinets were minority cabinets that were as a ring in the hand of the king. If we compare the acts carried out by Al Maraghy and the words that he said before his appointment as sheikh of Al Azhar about the message of Al Azhar, it is found that it was represented in "carrying the message of Islam," and whenever the message of Islam is known, the message of Al-Azhar is known. Here the question is; how does the message of Al-Azhar become the message of Islam? Azharites took part in the demonstrations to fight against the occupation. This was the concept adopted by Al Azhar in the field of politics through the refusal of foreign intervention in all its forms and fighting against corruption within the motherland.

Conclusion

From what was mentioned above, it becomes clear that, Lampson feared from the power of Al-Azhar and the extent of its control over the minds of the Egyptians. So, he referred to it to support Britain during war years, and asked sheikh of Al-Azhar to do publicity for the Allied armies. Here the national role of Al Azhar became clear when it refused Lampson's request and contented himself with a promise to ask Egyptians to be patient. It also became clear to us that students of Al-Azhar were showing sympathy to the Italian side that was hostile to Britain. Britain realized this clearly. Sheikh of Al Azhar refused to punish the students or dismiss them from Al Azhar asked by the British ambassador. Al Azhar refused Egypt's entry into war alongside the Allies. Al Maraghy was the main driver of the demonstrations that were supporting the troops of the Axis during years of war. There was a feud between the Wafdist cabinet and Al

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[47] محمد حسين النجار، *الاتجاهات الوطنية فى الأدب المعاصر ، من قيام الحرب العالمية الأولى إلى قيام الجامعة العربية* ، الجزء الثاني ،(القاهرة ، مكتبة الآداب ، سنة 1956) ، ص 24 .

Azhar institution because of its refusal of the February 4, 1942 that brought the Wafdist Party to power. So, there were attempts to instigate Al Azhar students against the chiefdom. It already succeeded in those attempts. Thus, Britain realized the seriousness of Al-Azhar as a religious institution that has an impact on the Egyptians. So, it refused Al Nahass's demand to oust sheikh of Al-Azhar .

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Managing Demand Downturn for Hotel Rooms: Evidence from Cairo Hotels

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Abstract

Hotel rooms are the major source of hotel revenues and generate about 70% of a hotel's total revenues. In many hotels, guest rooms represent the only source of revenue. However, due to the vulnerability of the hotel industry and the perishability its products and services, there are many factors, including: political; economic; environmental; etc., that can negatively impact the demand for hotel rooms and lead it to decline. This study investigates the problem of demand downturn for hotel rooms within the context of Cairo hotels. A mixed methods approach was adopted in this study using multiple sources of evidence, including: questionnaire survey; semi-structured interviews; document analysis. The results of this study showed that Cairo hotels had witnessed periods of demand downturn on a regular basis. There were several reasons that had negatively impacted the demand for Cairo hotels and led to these periods of downturn, such as the political events of 2011, the financial crisis of 2008, poor facilities of hotels and low-quality services and products. Research findings also revealed that the performance of both individual hotels and the official bodies in relation to demand downturn management was ineffective for handling serious periods of demand downturn. Although some of the practices were perceived to be effective, the overall performance was ineffective. The study ends by providing some recommendation that could enhance the management of demand downturn.

Keywords: hotel room demand, demand downturn, downturn management.

Aim: this research represents an exploratory study that aims to: first, explore the reasons for and the negative impacts of decreased room demand on the overall hotel performance in Cairo; second, identify and

critically evaluate practices undertaken by both hotels and official bodies regarding the management of demand downturn for hotel rooms; third, provide a model that would enable an enhanced managed of demand downturn for hotel rooms.

Value/Originality: as one of the first research studies to investigate the problem of demand downturn for hotel rooms in Cairo, this research provides a better understanding of a serious problem that threatens the hotel industry in Cairo, i.e. demand downturn. This study also provides some practical implications that would enable a better management of demand downturn for hotel rooms.

1. Introduction

Demand downturn is a stage of the lifecycle of a product or a service during which sales and prices are significantly decreasing (Tranter Stuart-Hill & Parker, 2009). During the last two decades, the hotel industry at both a national and an international level had suffered a series of events that had impacted negatively on hotel demand. Such events included global epidemics, e.g. SARS and swine flu; financial crises and economic recession; natural disasters, e.g. Indonesian tsunami; war and terrorist attacks against tourism, such as Luxor attacks in Egypt in 1997 (Knowles, Diamantis, & El-Mourhabi, 2004; Malhotra & Venkatesh, 2009). Such events had negatively impacted the hotel industry and had led to serious downturn in hotel demand. Witnessing demand downturn for hotel rooms results in many negative impacts at a hotel level, such as decreased occupancy rates and reduced hotel revenues, and at a country level, such as declined GDP and foreign currency earnings and increased unemployment levels (Smith, 2011).

This study investigates the problem of demand downturn for hotel rooms within the context of Cairo hotels. It aims to explore the reasons for demand downturn for hotel rooms; as well as to explore and evaluate the practices undertaken by both hotels managers and official bodies in Cairo to handle periods of demand downturn. Despite the importance of effective management of demand downturn within the context of the hotel industry, only few published studies have investigated this issue and were focused on certain geographic regions (see for example Pine, Chan, & Leung, 1998; Blake & Sinclair, 2003; Butscher, Vidal, & Dimier, 2009). Therefore, this research provides a valuable contribution to knowledge in relation to the management of demand downturn for hotels. In addition, this study contributes to practice through providing practical recommendations that would enable better management of such a serious problem.

2. Literature Review

2.1. Importance of Hotel Rooms

Hotel rooms are the primary source of hotel revenues and in some properties it is the only source of revenue. Room sales are also the most profitable source of revenue that generate the highest profit margins providing the main share of hotel overall profits (Medlik & Ingram, 2000). Barrows and Powers (2009) explained that hotel rooms represent a major source of hotel revenues that generates about 70% of the hotel's income compared with 15 to 20% for the food and beverage department. Hotel rooms have also a direct contribution to the revenues of other departments as most of their revenues are derived from the hotel residents. At the country level, Knowles et al. (2004) explained that there a strong positive correlation between hotel occupancy and the growth of the gross domestic product (GDP) of a country.

2.2. Demand for Hotel Rooms

Demand for hotel rooms is an essential aspect for hotel management as it helps to determine business profitability, plan hotel activities, and formulate medium and long-term strategies, such as expansion, pricing, and segmentation (Song & Witt, 2000). Also, demand for hotel rooms dominates the thinking of strategic managers of the hotel industry due to the over-supply of hotel rooms in many tourist destinations and fluctuations in hotel demand (Roberts & Chan; 2000). Thus, increasing demand for hotel rooms and achieving high occupancy rates are the primary targets of hotel management (Jeffrey & Barden, 2000). Moreover, demand for hotel rooms has a significant role in determining room rates and consequently the overall hotel revenues (Tsai, Kang, Yeh, & Suh, 2006). Therefore, it is prudent for hotel managers to understand different changes and factors that can negatively impact the hotel demand in order to efficiently respond and cope with them, use resources properly and even create a competitive edge (Claveria & Datzira, 2009; Wang, 2009).

2.3. Reasons for Demand Downturn

2.3.1. External factors

According to Blythe (2009); Hassanien, Dale and Clarke (2010); Okumus, Altinay and Chathoth (2010), the external environment of a hotel can be classified into two main layers: macro environment and micro environment. The macro environment (aka the broad environment) includes all the aspects and issues that affect all the common firms or properties in the same industry, either nationally or internationally. It includes factors such as political, economic, socio-cultural, technological and ecological issues. On the other hand, the micro environment (aka the industry environment) involves the factors that affect an individual organization within a certain industry or sector. The micro environment includes issues such as: the current competitors; potential competitors; customers; suppliers.

According to Hassanien et al. (2010) the macro environment of a hotel includes six major aspects: political, economic, social, technological, environmental and legal aspects. There are several political issues and factors that can negatively impact the tourism and hotel demand, such as war, political instability, revolutions, terrorism and safety and security concerns (Okumus et al., 2010). Such issues are crucial in determining the image of a destination and the real and perceived safety of tourists which in its turn can negatively or positively impact the tourism and hotel demand (Ritchie, 2009; Okumus et al., 2010). Tranter et al. (2009) and Page (2011) explained that the economic environment includes many issues and factors that can negatively impact the hotel demand, such as: low income of potential guests; inflation and high prices including living costs, tourism prices and travel costs; recession; financial crises; low exchange rates; high interest rates.

Socio-cultural aspects also involve some issues and factors that can represent a serious inhibitor for hotel demand, such as: demographic forces, i.e. the structure of the population in terms of age, income distribution and ethnicity; cultural forces including differences in the beliefs, behaviours, lifestyles and customs between people from different countries (Blythe, 2009). Tourists avoid travelling to destinations that may have cultural or religious beliefs that might be perceived to be hostile to them which results in decreasing demand for these destinations. For example, Knowles et al. (2004) discussed that many European and American tourists avoid travelling to Islamic and Middle East countries as they are perceived as hostile and unsafe destinations.

Middleton and Clark (2001) discussed that using modern technology, particularly information and communication technologies (ICTs), has a strong positive impact on demand for tourism and hotels. However, Blythe (2009) explained that technology can represent a threat when a hotel does not cope with recent technological changes, e.g. CRS, e-commerce and the adoption of the internet, while its competitors exploit these changes and develop their products and services accordingly.

Okumus et al. (2010) argued that environmental or natural aspects have a major impact on the hotel industry as the number of natural threats has increased significantly. Fuchs and Pizam (2011) explained that ecological environment includes many aspects and issues that can negatively impact the hotel demand. Such factors include: natural disasters, such as hurricanes, storms, floods, volcanic eruptions and earthquakes; disease outbreaks; pollution; seasonality; geographical factors; severe climate changes. These issues have led to a significant decline in tourism and hotel demand and they are expected to continue threatening the tourism and hotel industry in the future. There are many examples on how did the natural aspects negatively impacted the tourism and hotel demand globally, such as SARS, bird flu, swine flu and Indonesian tsunami (Gu & Wall, 2006; Specht, 2006; Holden, 2008).

Hassanien at al. (2010) discussed that legal aspects impact the hotel industry at many levels. At a national level, governments set regulations, such as regulations related to prices, competition, health and safety, disability access and smoking, that directly impact on hotel demand. At an international level, trade relations and peace treaties between nations influence demand for hotels. Tourism and hotel demand tends to decrease when such regulations restrict or eliminate travel or tourism activities in certain destinations.

The micro environment also includes issues that can negatively impact the demand for hotel rooms. Blythe (2009) and Enz (2010) explained that in 1985 Michael Porter developed a model that is widely used for analysing the micro environment for an individual business. According to this model the micro environment includes five major forces: rivalry among current competitors; threat of new entrants; threat of substitute products and services; bargaining power of customers; bargaining power of suppliers. Such forces can threaten a hotel and reduce demand for its services.

The level of competition between current competitors determines the market share of a hotel and hence the volume of demand for its services. Enz (2010) explained that competition in most segments of the hotel industry is very strong to the extent that some properties may suffer lack of profitability. New entrants or potential competitors represent another threat for hotels. Butler (2006) emphasized that new competitors are one of the major reasons of declining demand for current hotels in a destination. Blythe (2009) discussed that competition within the same business tends to be strong when new competitors are able to set up in the same business and reduce market share of established businesses. Substitute products and services are another threat particularly for industries or markets where alternative products or services could replace the existing ones through shifting the buying behaviours of customers (Okumus et al., 2010). Tranter et al. (2009) discussed that demand declines for products or services whenever suitable substitutes are available for customers to choose between them.

Customers can be a threat to the hotel industry when they use their buying or bargaining power and to put pressure on hotels, such as requesting reduced prices. Such practices negatively influence a hotel's demand and even threaten its market position (Blythe, 2009; Okumus et al., 2010). Suppliers can represent a threat for hotels in certain ways that eventually result in declining its demand, such as increasing prices of raw materials they provide to hotels or providing low-quality raw materials that end with low-quality final products. Such practices negatively impacts on hotel prices and quality which eventually result in serious downturn in hotel demand.

2.3.2. Internal factors

There are several factors that emerge form a hotel's internal environment and negatively impact the hotel demand. Mismanagement of hotel room capacity and demand is a serious internal issue that results in dramatic downturn in hotel demand and occupancy. This includes undertaking inappropriate practices, such as failing to attract suitable customer segments that achieve the optimal business, i.e. highest demand and occupancy levels; setting high room rates; lack of capabilities and aids, such as appropriate technology, trained staff, adequate techniques and tools such as yield management (Butscher et al., 2009; Tranter et al., 2009).

Another internal factor that results in decreased demand for hotel rooms involves incidents that endanger tourists' safety, security or even their life or any negative events that result in bad experiences for them. According to Page and Connell (2009) and Fuchs and Pizam (2011) such incidents include a wide range of issues and problems, for instance lack of proper sanitation and hygiene standards causing health concerns are serious reasons that have a serious negative impact on hotel demand. According to Tranter et al. (2009) and Hassanien et al. (2010) inappropriate location, poor facilities, lack of differentiation and low quality of products and services are major internal weaknesses that negatively impact on a hotels' reputation and eventually decrease demand for its services.

2.4. Negative Impacts of Demand Downturn

Demand downturn for hotel rooms is a critical problem that threatens the hotel industry at many levels (Smith, 2011). At a hotel level, it negatively impacts on a hotel's occupancy rates and reduces its total revenue (Tranter et al., 2009). In severe downturn times, hotels may close some departments (such as some food and beverage outlets or a section of guest rooms, or even the entire hotel) until the market recovers (Ritchie, 2009). At an industry level, demand downturn leads to serious lack in industry investment and expansion as a result of reduced capital available for new projects and development (Butscher, Vidal, & Dimier, 2009). At a country level, demand downturn for a destination results in declining GDP, reduced foreign currency earnings, increased unemployment rates, threatening many supporting and supplying sectors for the hotel industry, such as internal transportation, hotel suppliers, gift shops (Blake & Sinclair, 2003; Knowles, et al., 2004).

2.5. Management of Demand Downturn:

The relevant literature suggests some practices that can be used for handling demand downturn for hotel rooms. Reducing operating expenses is one of the main strategies adopted in such circumstances. A high percentage of a hotel's operating costs are fixed costs (Guilding, 2009) and the only fixed costs that hotels can reduce are the salaries of staff (Butscher et al., 2009) leading many hotels to lay off a proportion of their employees during periods of low demand and occupancy. Ritchie (2009) added that hotels can also postpone their due payments to creditors and reallocate their resources to keep expenses at a minimum level.

Reducing room rates and providing promotional packages are also common techniques to handle periods of demand downturn. According to Reid and Bojanic (2006); Butscher et al. (2009), decreased room rates are an important factor in improving occupancy rates, particularly in bad economic situations. Hotels can also increase demand through targeting new market segments, such as local people, companies and organizations, to compensate for any reduction in the number of international tourist arrivals. Intensive advertising campaigns are another effective tool for improving decreased demand and occupancy. Malhotra and Venkatesh (2009) recommended that hotel managers should have a predetermined contingency plan for handling periods of demand downturn.

Ritchie (2009) explained that a local government has an important role to play during tourism crises. Governments should provide substantial resources, including financial support and other aids, required for recovery and international marketing efforts. It also can provide assistance to help offset essential operational expenditure through tax exemption for certain periods. This is in addition to the important role of the government in international public relations and its diplomatic role in improving the perceived image of the country as a tourist destination through participation in tourist international exhibitions, conferences and festivals. Page and Connell (2009) added that the government, represented in local authorities and police forces, play a major part in providing appropriate safety and security services for tourists and in guaranteeing their well-being while they are at the destination.

3. Research Methodology

A mixed methods approach was adopted in this study. Primary data collection involved using multiple sources of evidence, including a questionnaire survey that was conducted among hotel managers in Cairo; semi-structured interviews conducted with employees in three departments in the Ministry of Tourism; document analysis investigating UNWTO statistical reports and the Egyptian Ministry of Tourism statistical reports on the tourism and hotel industry in Egypt. SPSS version 15.0 was used for analysing quantitative data collected from the questionnaire survey. Content analysis was used for analysing the quantitative data gathered form the semi-structured interview using NVIVO version 9.0. All the interviews were transcribed and coded in numbers (such as Participant no.1) to ensure interviewees' confidentiality. The study has also adopted certain measures to ensure the validity of its tools, including: triangulation of methods using multiple sources of evidence; external auditing and peer reviewing, as suggested by Creswell (2007) and Yin (2009). The reliability of the tool was ensured through using Cronbach's Alpha test (scoring 0.743), as suggested by (Pallant, 2005).

The sample of this study involved 36 hotels, i.e. 37.8% of the whole population (95 hotels), for conducting the hotel manager questionnaire survey. The sample was selected from Cairo hotels using a stratified random sampling technique, as suggested by Saunders, Lewis and Thornhill (2009) and included: nine five-star hotels, eight four-star hotels and 19 three-star hotels. In addition, 17 government officials from three departments/sectors in the Ministry of Tourism were approached for conducting the semi-structured interviews, including Sector of Hotel & Resort Control and Inspection, Sector of Planning, Research and Training and Tourism Promotion Department, Cairo office.

4. Results and Discussion

4.1. Witnessing demand downturn

The results of the questionnaire survey showed that the majority of the investigated hotels (88%) had witnessed periods of demand downturn for hotel rooms, during the past fifteen years, while only 12% had not witnessed such periods. The results also showed that the majority of the investigated hotels (40.6%) had experienced periods of demand downturn three times a year, 31.3% of these hotels had witnessed demand downturn more than three times every year, 25% of the hotels had experienced demand downturn twice a year and only 3.1% of the hotels had experienced this problem only once a year. Also, the majority of the interview participants (76.5% interviewees) also reported that the hotel industry in Cairo, and across Egypt in general, had witnessed serious periods of demand downturn for hotel rooms.

Table 1: International tourist arrivals to Egypt 200-2014

Year	No. of international tourist arrivals	Change rate	Total difference
2000	5,116,000	13.94%	626,000
2001	4,357,000	-14.84%	-759,000
2002	4,906,000	12.60%	549,000
2003	5,746,000	17.12%	840,000
2004	7,795,000	35.66%	2,049,000
2005	8,244,000	5.8%	449,000
2006	8,646,000	4.9%	402,000
2007	10,610,000	22.72%	1,964,000
2008	12,296,000	15.9%	1,686,000
2009	11,914,000	-3.11%	-382,000
2010	14,051,000	17.94%	2,137,000
2011	9,497,000	-32.4 %	-4,554,000
2012	11,196,000	17.9%	1,687,000
2013	9,174,000	-18.1%	2,022,000
2014	9,628,000	5%	454,000

Source: UNWTO, Tourism highlights (2002, 2004, 2006, 2007, 2010, 2012 & 2015)

The analysis of the statistical reports of the UNWTO, as presented in Table 1, revealed that the tourism and hotel industry in Egypt had performed well during the period 2000-2014, despite witnessing some major downturns. The number of the international tourist arrivals significantly increased every year until reached its peak in 2010 with a total of 14.05 million international tourist arrivals. It can be noticed that the number of the international tourist arrivals in Egypt 2000-2014 had witnessed four major declines: first in 1998 when international arrivals decreased by 12.12% compared to 1997; second in 2001 when arrivals decreased by 14% compared to 2000; third in 2009 when arrivals decreased by 3.1% compared to 2008; fourth in 2011 when arrivals decreased by 32.4 % compared to 2010.

According to the previous results, tourism demand in Egypt during 1995-2012 had witnessed some serious periods of demand downturn which in its turn had resulted in several significant declines in demand for hotels and other tourist facilities. This conclusion is supported by Beech and Chadwick (2008) as they discussed that hotel demand is characterized by its derivative nature which means that demand for hotels in any destination is derived from demand for travel and tourism in the destination. Therefore, hotel demand tends to decline as a result of low demand for travel and tourism, which is mainly measured by the number of the international tourist arrivals.

4.2. Reasons for demand downturn

4.2.1. Political factors

The results of the questionnaire survey revealed the majority of hotel managers (91%) agreed that the political factors had a serious negative impact on hotel demand. Also, 100% of the interview participants (i.e. 17 interviewees) agreed that the political events, particularly the events of 2011, had the largest negative impact on tourism and hotel demand in Egypt generally and in Cairo particularly as being the capital of Egypt and the epicentre of these events. The decline in the number of international tourist arrival in 2011 (Table 1) reflected the severe negative impacts of the revolution of the 25th of January on tourism and hotel demand in Egypt. According to the UNWTO (2012) the number of the international tourist arrivals to Egypt had sharply declined by 32.4% in 2011 and reached 9.49 million which represented a huge decrease when compared with the 14.05 million arrivals of 2010. Also, due to war and the violent incidents that took place in the Middle East during the 1990s such as Gulf War, the number of international tourist arrival in 1990s was always below 4.5 million.

4.2.2. Economic factors

The results of the questionnaire survey revealed that 75% of hotel managers reported that the economic factors (such as financial crisis 2008, low income of local people) were very important factors that had resulted in sharp decline in hotel demand and 21% agreed that these factors were important. Similarly, 94% of the interview participants explained that economic factors had led to a huge decline in hotel demand and occupancy. For example, participant 6 explained that "*I believe that both the political and the economic factors are the most impacting factors that resulted in low demand for hotel. The most evident example was the low occupancy rates during the last few months of 2008 and the first few months in 2009 that caused by the global financial crisis* (Participant 6)". It can be also noticed from the figures in Table 1 that the number of international tourist arrivals had declined by 3.11% in 2009. Such significant decline can be contributed to the global financial crisis that took place in the late of 2008.

4.2.3. Socio-cultural factors

Three socio-cultural factors were identified as demand inhibitors: (1) contradictions between the habits and traditions of the tourists and local people as the results of the questionnaire survey showed that as 62.5% of the hotel managers perceived this factor to be an important factor that had led to significant decline in tourism and hotel demand; (2) the lack of social awareness about the importance of the tourism industry and the rise of the segment of the Egyptian people that rejected the tourism industry as it was against their religious beliefs which drove many tourists away and resulted in serious decline in tourism and hotel demand (as revealed by 35% of the interviewees; i.e. six participants); (3) the notion that Egypt was perceived, by many international tourists, as a traditional and old tourist destination that provided only cultural tourism and sightseeing while tourists nowadays are looking for modern destinations that supported different types of tourism activities (as revealed by five interviewees).

4.2.4. Technological factors

The results of the questionnaire survey showed that 31% of the hotel managers reported that lack of appropriate technologies, either at a hotel level or at a destination level (such as Central reservation system CRS), represented a very important technological factor that had resulted in serious declines in hotel demand and 40% agreed that it was an important factor. Also, 17.5% of the interviewees (three participants) believed that the technological factors had a significant negative impact on hotel demand in Cairo. They explained that many hotels in Cairo, particularly economy hotels (i.e. one-star, two-star or three-star hotels), were using old and primitive technologies that did not satisfy the needs of their guests. Consequently, these hotels provided negative image for themselves and for the whole destination which led to significant decline in hotel demand.

4.2.5. Ecological (natural) factors

The results of the questionnaire survey showed the majority of the hotel managers (about 75%) reported that natural factors, such as: seasonality of tourism and hotel demand; outbreak of global epidemics, such as SARS and swine flu; global natural disasters; inappropriate climate changes, such as global warming; the long distance between Egypt and the tourist-generating countries, had a slight negative impact on hotel demand. Moreover, nine interviewees (52.9%) explained that the ecological factors had a serious negative impact on tourism and hotel demand in Egypt. For example, the global warming had negatively impacted on the moderate weather in Egypt resulting in decline in the number of international tourist arrivals. In addition, some major tourist cities in Egypt, particularly Cairo, had suffered air pollution, uncleanness of streets, traffic jams and crowded public facilities, such as airports which impacted negatively on tourism and hotel demand.

4.2.6. Competition issues

The results of the questionnaire showed that competition issues, including competition between current hotels, threat of potential competitors and substitute properties or services, had a slight negative impact on hotel demand as reported by approximately 80% of the participant hotel managers. Also, 41% of the interviewees (7 participants) argued that competition issues had a very slight negative impact on hotel demand as Cairo had not a large number of competing hotels that could result in low demand levels. In addition, Cairo is a big tourist destination that hosts millions of international tourist arrivals every year and requires large number of hotels. On the contrary, they explained that competition had positively impacted on the hotel demand and increased it. The availability of many hotels with different grades and sizes in one tourist city, such as Cairo, provided a variety of options for both potential tourists and tour operators and delivered a positive image of the city which positively impacted on hotel demand. For example, participant no. 7 explained that: "*Competition issues have very limited impact on hotel demand. On the contrary, I think that the availability of many hotels in the one city like Cairo provides more options for both tour operators and tourists which may increase the demand not decrease it* (Participant 7)".

However, competition between Egypt and other competitor tourist destinations, such as Turkey, Lebanon and Greece, represented a serious threat for hotel demand in Cairo. 23% of the interviewees (four participants) reported that competition between Egypt and these destinations had negatively impacted on hotel demand in Egypt generally.

4.2.7. Internal reasons

The results of hotel managers' questionnaire survey revealed that there were some internal factors that had negatively impacted on hotel demand. Such factors included internal incidents that endanger the life and safety of guests as 53.1% reported as very important factor and 31% reported as important; unavailability of appropriate techniques for capacity management with a total of 68.8% reporting as important and 15.6% reported as very important; mismanagement of hotel room capacity with 78.1% of the hotel managers reporting it as an important factor.

Also, analysing the responses of the interviewees concluded four main internal factors, as reported by 10 Interviewees (58.5%). Such factors included: (1) deficiency of hotel management in managing the room capacity or in handling periods of demand downturn; (2) providing inappropriate or limited products, services or facilities that did not meet expectations or needs of the hotel potential guests (particularly in three-star hotels); (3) providing low-quality products and services (specially food and beverage services); (4) many hotels in Cairo were independently owned and operated and only a small percentage were managed by famous hotel management companies that are internationally recognized by tourists and tour operators. It is worth mentioning that most of the famous management companies, such as Hilton, Sheraton, Four Seasons and JW Marriott, only operated five-star hotels; whereas most of the four-star and three-star hotels were privately managed either by the owner or a local management company.

Figure 1 summarizes the factors that were perceived by hotels managers in Cairo to have negative impact on hotel demand. Participant managers were asked to state the importance of these factors on a three level scale where 1 = not important, 2 = important, 3 = very important.

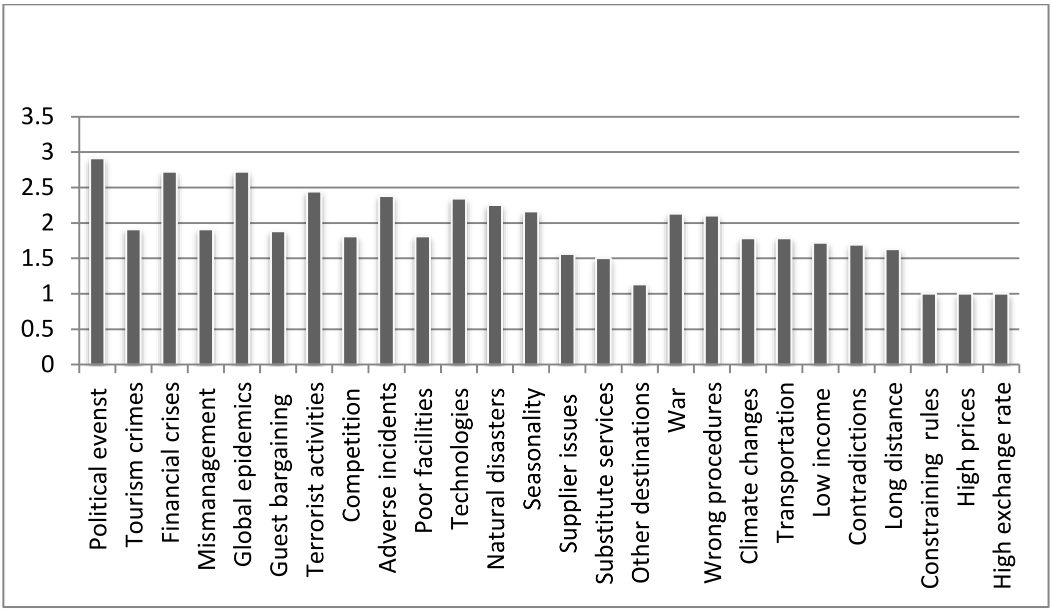


Figure 1: reasons for demand downturn for Cairo hotels

4.3. Negative impacts of demand downturn

4.3.1. Negative impacts at a hotel level

The results of the questionnaire survey showed that witnessing demand downturn at a hotel level resulted in five major negative impacts. Decreased occupancy rates was perceived to be the first, and the most important, negative impact as 100% of the participant hotel managers and 100% of the interviewees agreed it was the largest negative impact that hotels had experienced as a result of demand downturn. The second negative impact was decreased hotel revenues as reported by the majority of participant hotel managers (approximately 90%) and interviewees (more than 90%). The third negative impact involved laying off some employees who were trained and skilled as 78.2% of the investigated hotels agreed that it was a very important negative impact of demand downturn; while 18.7 % believed that it was important negative impact; just 3.1% argued that it was not important. The fourth negative impact included reducing sales and revenues of other departments and facilities in the hotel where 71.9% of the hotel managers agreed that it was an important negative impact of witnessing demand downturn; 21.8% thought it was very important; only 6.3% believed it was not important. The fifth negative impact included shutting down some departments or facilities due to the low number of customers as the majority of the participant hotels (71.9%) reported that it was important negative impact, 15.6% agreed that it was very important while 12.5% reported that it was not important.

The results of the semi-structured interviews suggested two more negative impacts at a hotel level. The first negative impact was decreasing the quality standards of hotel services due to switching to cheaper raw materials and reducing staff numbers which inevitably resulted in lower quality services as revealed by 29.5% of the interviewees. The second negative impact, as discussed by 23.5% of the interviewees, involved wasting hotel resources, such as: hotel assets including rooms, food and beverage outlets and many other facilities; human resources; stock of raw materials. Such perishable resources are wasted if they are not used or consumed in a certain period of time.

4.3.2. Negative impacts at a country level

The results of the questionnaire survey, semi-structured interviews and document analysis revealed that witnessing demand downturn at a country level led to three major negative impacts. The first negative impact involved a significant decline in the Egyptian GDP and foreign currency earnings. 100% of the interviewees (i.e. 17 participants) and approximately 95% of the participant hotel managers agreed that Egypt had suffered a sharp decline in national income and foreign currency earnings as a result of witnessing periods of demand downturn for the tourism and hotel industry. According to the Ministry of Tourism (2010), the tourism and hotel industry in Egypt is responsible for 11.4% of Egyptian GDP and 20% of the foreign currency earnings. Therefore, any decline in tourism and hotel industry demand and business led to significant shortage in the Egyptian GDP. Table 2 shows that Egypt had witnessed serious declines in tourism receipts 2000-2014, as a result of experiencing periods of demand downturn for tourism and hotels.

Table 2: International tourism receipts in Egypt 2000-2014

Year	Total receipts (US$ billions)	Change rate	Total difference (US$ millions)
2000	4.345		
2001	3.800	-12.5%	545.0
2002	3.764	-0.9%	36.0
2003	4.584	21.8%	820.0
2004	6.125	33.6%	1,541.0
2005	6.851	11.8%	726.0
2006	7.591	10.8%	740.0
2007	9.303	22.5%	1,712.0
2008	10.985	18.0%	1,682.0
2009	10.755	-2.9%	230.0
2010	12.528	16.4%	1,773.0
2011	8.707	-30.4%	3,821.0
2012	9.940	14.8%	1,293.0
2013	6.047	-39.1%	3,893.0
2014	7.208	19.1%	1,161.0

Source: UNWTO, Tourism highlights (2002, 2004, 2006, 2007, 2010, 2012 & 2015)

The second serious negative impact of witnessing hotel demand downturn at a country level included increased unemployment rates. All 17 interviewees and more than 95% of participant managers agreed that downturn of hotel demand and occupancy had led to high percentage of unemployment in Egypt as hotels tended to lay off many employees during periods of low demand and occupancy in order to reduce their operating expenses which resulted in thousands of unemployed people. According to the Ministry of Tourism (2010) the tourism and hotel industry was an important employer for Egyptians providing 12% of the direct and indirect job opportunities for the Egyptian workforce. Thus, serious downturn in tourism and hotel demand could have resulted in a significant increase in the unemployment rates.

The third negative impact at a country level involved threatening many supporting industries that basically depended on the hotel industry as a main outlet for their products and services. Nine interviewees (53%) and 93.7% of the participant managers explained that there were many other industries and business, such as hotel suppliers, gift shops, transportations, restaurants, car rental, travel agencies and many others, that had suffered a huge decline in their business due to downturn in hotel demand as they mainly relied on the tourism and hotel industry. This result concurs with the reports of the Ministry of Tourism (2010) that there were about 70 different supporting industries in Egypt that depend on the tourism and hotel industry.

4.4. Handling demand downturn

4.4.1. Hotel practices

The results of the questionnaire survey revealed that the majority of Cairo hotels (90.6%) had not have any contingency plans for handling periods of demand downturn. only 9.4% of the hotels had such contingency plan. The results of both the questionnaire survey and the semi-structured interview revealed that there were seven common practices undertaken by individual hotels in relation to downturn management.

The first and the most common practice, as revealed by 100% of the interviewees, that the majority of the hotels in Cairo had undertaken during periods of demand downturn was reducing their room rates and providing promotional offers, such as free meals, half-price services and extra free nights. The results of the questionnaire survey showed that 62.5% of the participant hotels undertook this practice on a regular base and 37.5% undertook it occasionally. The second common practice involved laying off employees as 100 % of the interviewees (i.e. 17 participants) agreed that the majority of Cairo hotels, particularly large hotels (including four-star and five-star hotels) laid off employees and maintained only a small proportion of their workforce to run the hotel. The results of the questionnaire survey also revealed that 62.5% of the participant hotels undertook this practice on a regular basis and 37.5% undertook it occasionally.

The third practice involved closing down some of the hotel departments or facilities that mainly depended on hotel residents, such as: health clubs; food and beverage outlets; sections of hotel rooms, as approximately 35% of the interviewees (i.e. 6 participants) agreed that many Cairo hotels, particularly four-star and five-star hotels, had undertaken this practice to save operating costs, such as staff salaries, electricity, gas, water and any other raw materials, of these facilities. The results of the questionnaire survey also revealed that 81.2% of the hotels undertook this practice on an occasional basis and 15.6% never undertook it. The fourth practice included targeting new customer segments (including individual people or local organizations such as universities or large companies) as reported by about 23% of the interviewees (i.e. four participants). The questionnaire survey revealed that 90.6% of the participant hotels had occasionally undertaken this practice and only 9.4% had not undertaken it.

The fifth practice involved launching intensive advertising campaign locally and internationally. Seven interviewees (41%) reported that during periods of demand downturn, most of large chain hotels in Cairo had initiated advertising campaigns to stimulate demand and promoting their products and services. The questionnaire survey results revealed that 34.4% of the participant hotels had undertaken this practice occasionally while the majority of the hotels (56.5%) agreed that they had not undertaken this practice. The sixth practice was postponing some of the hotel due debts for certain period of time until their business recovered and restored its normal level of operation, as revealed by 29.5% of the interviewees (i.e. five participants). The seventh practice included organizing and hosting some local or international events, such as festivals, wedding parties, birthday parties or musical concerts as discussed by 35% of the interview participants (i.e. six interviewees).

4.4.2. Practices of official bodies

The results showed that the official bodies had undertaken five main practices in relation to managing periods of demand downturn for hotels at a country level. The first common and the most important practice involved undertaking intensive marketing and advertising campaigns at both a local and an international level where 87.6% of the hotel managers agreed that the government had undertaken this practice on an occasional basis while only 9.3% reported that the government had not undertaken it. Also, about 89% of the interviewees (15 participants) reporting that the government had usually undertaken this practice very often. For example, participant no. 14 explained that: "*The Ministry of Tourism usually promotes the tourism and hotel industry in Egypt through different tools, such as brochures, CDs, guiding booklets, annual reports and the local media. Sometimes the government participates in international tourist exhibitions as another way of promoting Egypt as tourist destination* (Participant 14)".

The second practice involved providing the necessary support and help for individual hotels as the majority of the hotel managers (93.8%) agreed that the government had occasionally undertaken this practice. In addition, seven interviewees (41%) discussed that the government had usually provided considerable support and help for hotels, including technical financial support and compensation for hotels that were severely hit by demand downturn.

The third practice of downturn management regularly undertaken by the government was rescheduling or cancelling some debts due from hotels. 47% of the interviewees agreed that the government helped individual hotels to decrease their operating expenses during periods of low demand through postponing, rescheduling or cancelling some debts until their business recovered and generated a reasonable revenue flow. Such debts included taxes, loan interests, water, gas and electricity. Sometimes the government exempted hotels and other tourist properties from taxes during periods of severe downturn. The fourth practice was providing proper security services in the major tourist cities in Egypt, such as Cairo, as reported by five interviewees (29.5 %). The fifth practice involved encouraging domestic tourism and educating local people about the importance of the tourism industry with about 17.5% of the interviewees (i.e. three participants) reporting that the government has domestic tourism activities ,particularly during summer seasons, in order to compensate for the decline in the international arrivals.

4.5. Effectiveness downturn management

4.5.1. Effectiveness hotel practices

The results of the questionnaire survey revealed that the practices undertaken by hotel managers in relation to managing demand downturn for hotel rooms were insufficient to handle serious periods of demand downturn. The majority of the participant hotels (71.1%) considered their practices as slightly effective for handling periods of demand downturn, while 18.6% of the hotels considered these practices as very effective and only 9.3% evaluated them as effective.

Analysing the interviewees' comments showed that hotel practices of downturn management were perceived to be ineffective. The majority of the interviewees (14 participants) agreed that although some of these practices were perceived to be effective, the overall performance of was perceived to be ineffective for addressing serious periods of demand downturn as some of these practices had negative impacts, such as laying off employees which resulted in losing trained and skilled staff. Also these practices were considered to be traditional practices that did not really help hotels to improve demand and occupancy, particularly during serious periods of downturn. For example, participant no. 6 explained that:" *I think that hotel procedures are effective for certain periods of downturn, such as competition between hotels or low season periods. However, most of these techniques are useless when it comes to* *threatening the life of the tourists, such as terrorism, clashes and global diseases* (Participant 6)”.

4.5.2. Effectiveness of official bodies practices

The results of the questionnaire survey showed that the government practices of demand downturn were considered to be ineffective to handle serious and prolonged demand downturn with the majority of the participant hotel managers (75%) perceiving the government practices to be slightly effective and 6.2% evaluated them as very effective, while 18.8% considered them to be ineffective.

Also, 47% of the interviewees argued that government practices were ineffective as these procedures were not appropriate for different types of demand downturn, there was a lack of coordination and cooperation between official bodies entitled with undertaking these practices and the response of many official bodies was always undertaken very late. However, 35% the interviewees perceived the government practices to be slightly effective, where 35% of the interviewees (i.e. six participants) reported that these practices were ineffective as some of them were useless and there were no proactive or long-term recovery practices.

5. Conclusions

The majority of hotels approached in this study had witnessed demand downturn at least twice a year. There were several reasons that had negatively impacted on demand for Cairo hotels and led to serious periods of downturn. These reasons involved factors from a hotel’s macro environment, including: political factors (such as terrorism against tourism; the political events of 2011); economic factors (e.g. the global financial crisis of 2008 and low income of local people); socio-cultural factors (e.g. contradictions between tourists’ habits and locals’ habits); technological factors (including lack of appropriate technologies in some hotels in Cairo); environmental factors (such as global warming and outbreak of global diseases such as SARS and bird flu). These reasons also included factors from a hotel’s micro environment with slight negative impact, including competition between current competitors, potential competitors, substitute properties and services, suppliers and customers. They also involved factors from a hotel’s internal environment, such as mismanagement of room capacity, low-quality services and adverse incidents.

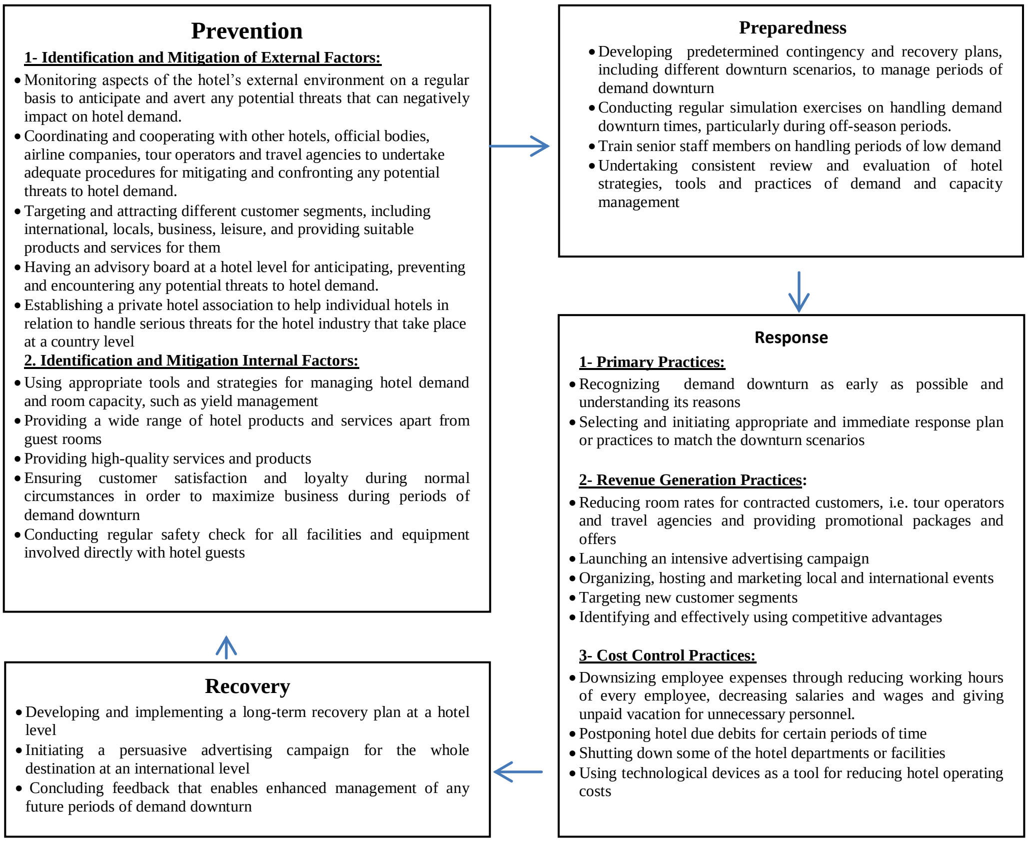
Experiencing demand downturn for Cairo hotels had resulted in many negative impacts at a hotel and a country level. Negative impacts at a hotel level included: reduced occupancy rates; decreased sales of other department; reduced total hotel revenues; increased accumulative debts on a hotel; wastage of perishable resources; threats for hotel market position and survival. Negative impacts at a country level involved reduced national GDP and foreign currency earnings; increased unemployment rates; threats for many supporting industries, such as hotel suppliers, restaurants, gift shops and transportation industry.

Management practices of demand downturn investigated in this research involved two categories: individual hotels; official bodies. Hotel practices for managing periods of demand downturn included: reducing room rates; providing promotional offers and packages; laying off employees; postponing some debts; initiating advertising campaigns; targeting new customers segments; organizing and hosting events. The practices of official bodies involved: undertaking intensive marketing campaigns at an international level; providing technical and financial support for individual hotels; providing proper security service; encouraging domestic tourism, motivating tour operators in the tourist-generating countries; participating in international tourist exhibitions; hosting and organizing some international events.

Research findings also revealed that the practices undertaken by both individual hotels and the official bodies in relation to downturn management were perceived to be insufficient for handling serious periods of demand downturn. Although some practices were perceived as effective, the overall performance was ineffective for three reasons. First, practices of downturn management undertaken by both individual hotels and the official bodies were considered traditional practices that were more suitable for traditional periods of downturn, such as off-season times, but they were not good enough to handle serious periods of demand downturn. Second, there was a lack of systematic and strategic approach, in terms of strategy of contingency plan, to be adopted for handling periods of demand downturn. Third, response of both individual hotels and the official bodies was always late and there was a serious lack of prevention, preparedness and recovery practices. Thus, the performance of both individual hotels and official bodies regarding downturn management was perceived to be ineffective.

Based on the relevant literature and the results of the empirical investigation, this study provides a proposed model for managing demand downturn for hotel rooms (Figure 2). The model includes four consecutive stages, i.e. prevention, preparedness, response and recovery, and each stage involves certain practices to be undertaken by hotel managers.

Figure 2: proposed model for managing demand downturn for hotel rooms



6. Implications

Hotel managers are advised to develop and maintain predetermined contingency plan for handling periods of demand downturn at a hotel level. Such a plan should include a variety of scenarios and practices that can be adopted in different downturn circumstances. Hotel managers are also encouraged to use promotional and marketing tools, such as reduced room rates, promotional packages, advertising campaigns and hosting local or international events, to stimulate hotel demand and attract more customers.

Another important piece of advice for hotel managers involves targeting and attracting different customer segments to compensate for any decline in demand generated by one segment through focusing on other segments. For example, hotel managers should target more local people and provide appropriate services for them as they represent an important customer segment, particularly when the number of international tourist arrivals declines. Hotel managers are also recommended to provide a variety of services and products, including different packages of accommodation, various food and beverage services and recreation facilities, in order to attract a mixture of customer segments and to ensure customer satisfaction and loyalty which can lead to repeat business during downturn times. Last but not least, hotel managers are also advised to use appropriate tools and techniques for managing hotel room capacity, such as yield management systems, to effectively manage hotel demand and room capacity.

Official tourism bodies are advised to provide appropriate facilities and services, particularly security services, which represent a critical issue for the recovery and development of the tourism and hotel industry. They are also encouraged to use promotional and marketing tools, such as international tourist exhibition, international marketing campaigns, hosting international events, hosting TV shows and TV channel representatives, to stimulate tourism and hotel demand and promote Egypt at an international level as a modern and safe tourist destination.

The government should also target new and untraditional tourist markets (e.g. Japan, China, India, Turkey) to compensate for decline in the international tourism arrival coming from the traditional markets. It also should support new and less vulnerable types of tourism, such as domestic tourism, therapeutic tourism, business tourism and events tourism, besides traditional types as they are less sensitive to inconsistent events that negatively impact on hotel demand.

7. Future research

Future research could be conducted on handling demand downturn for hotels rooms considering a wider context than Cairo through accessing larger population and sample in order to provide more generalizable results. Also, the proposed model needs to be judged or tested in real life. So, research can be conducted to judge the model using a panel of experts or to test it within the same enterprises approached in this study or within different contexts.

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Measuring Financial Leakage and Linkage of Tourism in Egyptian Economy using TSA approach

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Abstract

This paper explores both financial leakage and economic linkage of tourism in Egypt. These two cases become challenge for developing countries and small islands countries which depend on tourism for enhancing economic performance. World Tourism Organization developed TSA system to measure the importance of tourism. It is an accurate tool for estimating the importance of tourism on the economy; however, TSA output does not represent a real indicator of tourism importance on national economy. For example, tourism revenues are not an accurate indicator of economic impacts of tourism, because a proportion of it may leave the host community for various reasons and this refers to leakage. On contrast, developed countries, which have diversification in its economy and variety of economic sectors and activities, it found that large proportion of tourism revenues are absorbed in the local community. This absorb is due to forward and backward linkage of tourism with other domestic activities and sectors. A lot of studies tried to measure leakage and linkage but it seems to be difficult. This paper uses TSA system as a method to measure both financial leakage and economic linkage of tourism in Egypt. The final result indicates that leakage is low and is about 16.4% for some activities and tourism has good backward linkage with other sectors especially agriculture. Also, a lot of limitations belonging to this method were mentioned as the external, invisible and pre-visit leakage cannot be measured from the TSA outputs and there is also a lack of data from TSA.

Keywords: Financial Leakage, Linkage, TSA system, Tourism Sector, Egyptian Economy

Introduction

This paper aimed to focus on financial leakage and linkage and how we can measure and explore both leakage and linkage in Egyptian tourism sector by exploring the TSA outputs. Also, how we can enhance the results of this method.

The potential benefits that Egyptian economy gains from tourism revenue will result in minimal economic benefits for host community if a large proportion of this revenue leak to other economics. so the importance of this paper is to discover leakage rates and linkage of tourism sector in Egypt through TSA outputs which is consider a new method for this purpose.

1. Leakage

Leakage in tourism industry has been discussed in publications and academic literature since Sadler and Archer (1975, 181) cited that a large proportion of foreign exchange earnings from tourism leaks out of economy again. Many studies after them dealt with leakage in tourism, but until today, there is no standardized definition of leakage.

It seems that there is confusion among economists and experts of tourism economy with the terms of leakage. So that, many definitions introduced from Sadler and Archer (1975) until Sandbrook (2010), but the definition that is accepted is;

The proportion of income from tourism that leaves the destination country (supradist, 2004). Boz (2001) argued that the proportion of the total holiday payments made outside the destination economy.

Thus, leakage is a dynamic phenomenon drops and rises upon the state of economy structures and activities. Experts noted that, in general, developing countries, least developed countries and small island countries are more exposed to leakage than developed ones (Supradist, 2004).

The UNWTO (1995, 53) lists six sources of expenditure in imports that cause leakage as the following:

- imports for materials and equipment for construction,
- the imports of non-durable goods such as food and beverage,
- repatriation of income obtained by foreigners,
- repatriation of profit obtained by foreigners,
- taxes paid to government,
- Interests paid for foreign loans, marketing expenses abroad.

It is acknowledged that there are some factors resulting in leakage, for instance, the level of development, economic diversification, business power integration, state of ownership, government policy, scale of tourism and time and economic evolution (Supradist, 2004; Sandbrook, 2010).

Thus, it can be understood that tourism leakage has three types: external, occurs when overseas investors own hotel chains for example take their profits back to their home countries. Import, which take place when tourist demand standards of equipment, food and other products supplied from abroad. Invisible, which includes the foreign exchange costs or losses that originate in the economic space of the tourism service provider (Al zboun, 2014). Pre-leakage, which means leakage taking place before tourists arrive in their destination, as booking with foreign companies, tour operator and airlines etc…? (Salvador and Pechuan, 2015).

Tourism leakage can be measured in both national and local levels. Most leakage studies to date have focused on national scale, such as this paper that gives overall vision on leakage in an economy. But if the purpose of the study tend to measure poverty in a community it is better to scale leakage in local level (Sandbrook, 2010; Chirenje et al, 2013). Also, all studies have mentioned that there is a distinct lack of empirical data to back up claims about leakage and its impacts (Supradist, 2004; Sandbrook, 2010; Pleumaron, 2012; Chirenje et al, 2013)

At the national level, Boo (1990) believed that 55% of tourism revenues to developing countries leak back to the developing world. Despite of UNWTO (2001) cited in Large (2011) has been estimated that tourism leakage for developing countries range from 40% to 50% and 10% to 20% for developed countries. But, generally, tourism leakage tend to be highest when that local community economy is weak and failed to produce the quality and quantity of goods and services demanded by tourism industry (UNWTO, 2001; Anderson and Juma, 2011).

On contrast, at the local level, it seems to be much higher. Walpole and Goodwin (2000) cited in Sandbrook (2010) found that just one per cent of tourism spending at the destination reach local people living within Komodo national park in Indonesia.

But, Supradist (2004) inquires that is leakage always bad. Leakage is a phenomenon that occurs in every region, as mentioned before. Sandbrook (2010) argues that there is crucial to note that the relation of locally significant tourism revenue at the destination does result positively in the local communities especially in poverty alleviation because this depends critically on the distribution of tourism revenue and how it is accessed. Furthermore, Supradist (2004) asked that which is better. A big foreign hotel employs 200 local people and 300 non people or a small local hotel which has 100 per cent local people but 100 per cent equals 15 people. So, the matter depends on various factors.

2. Linkage

Linkages can be defined as the network of intersectoral supply relationships between the tourism economy and the rest of the productive sectors of the domestic economy (Lejárraga and Walkenhorst, 2010, 16). Mitchell et al (2006) stated that local linkage is shorthand for a variety of ways in which well-established businesses can build economic links with micro-entrepreneurs, small enterprise, and residents in their local economy. Thus, when linkages exist between the tourism economy and the local businesses and activities inside the economy, it means achieving higher cost savings.

The starting point in understanding tourism linkage is to determine the two wings of linkages. It has intersectoral forward linkage (FL) which measures the relatives importance of tourism sector as supplier to the other (non- tourism) industry in the economy, but backward linkage (BL) measures its relative importance as demander. Furthermore, to calculate tourism’s forward and backward linkages, it is important to use information from national, regional and local levels (Cai et al, 2005). This information could be better to understand the structure of an economy and how it changes over time.

3. Tourism Satellite account (TSA)

TSA is a project approved by the United Nations statistical commission and World Tourism organization to measure the importance of tourism sector in the economy. It is a unique set of inter-related tables that show the size and distribution of different forms of tourism consumption, gross domestic product, national income, employment and other macroeconomic measures (Frechtling, 2010).

The TSA has two dimensions: a monetary and a non-monetary one. Tourism related consumption and output, identified from the demand and supply side, is quantified in relation to other economic sectors. In this dimension total tourist consumption by product type profits and wages of tourism related industries, net taxes obtained from tourism, imports of tourism related to goods and services ,the employment arrivals and departures can be also determined (Weaver and Lawton, 2002 cited in Large, 2011).

TSA suggests the following as a set of relevant indicators of the size of tourism in the economy (Millington et al, 2007):

- International tourism consumption (in cash and in kind).
- Value added of tourism industries.
- Tourism value added

- Tourism GDP.

The TSA has a few drawbacks which can be summarized as: the scope, which means that TSA can only be conducted at national level, so that it is difficult to measure leakage at local levels. Second, the multiplier effect cannot be grasped as indirect effects. Lastly, the time gap between recording and publication of data can range up to three years (Large, 2011).

4. Methodology

This paper aims at measuring leakage and linkage of tourism industry in Egyptian economy to explain and justify the importance of tourism in the economy of Egypt. The research methods will be presented in the following:

4.1 Research Methods

This paper seeks to measure leakage and linkage of tourism in Egyptian economy by using the out puts of tourism satellite account (TSA) 2013 carried out by ministry of tourism in Egypt.

As all researches mentioned that the lack of data is a critical issue for measuring leakage and linkage of tourism industry so, the researcher tends to depend on a mix of methods: a quantitative component, which is a secondary data, by analysing the TSA outputs of Egypt and qualitative component, which is a primary as interviews with experts, in order to obtain additional data on the area which is uncompleted and could not be found in TSA out puts.

4.1.1 Secondary Research: Tourism Satellite account (TSA)

The secondary data of this paper is the outputs of tourism satellite account (TSA) 2013 carried out by ministry of tourism in Egypt, which is the lasts update version of TSA published on August 2015 by the journal of tourism researches (in Arabic language). TSA indicators are one of the most scientific statistic methods to measure the importance of tourism in the economy. As mentioned, researchers emphasised that TSA can measure import leakage, so that it would be useful to draw Tourism Value Chain (TVC) to help and complete the overall tourism leakage and linkage, which could be taken from TSA outputs. Tourism Value Chain (TVC) is approach enables stakeholders to strategically prioritize opportunities, constraints and develop high- impact upgrading activities. This approach also ensures that threats to natural resources and opportunities to generate more income for conservation are incorporated explicitly (Inamdar et al, 2001). It is also a good tool to help the researcher examine the linkage of tourism industry.

41.2 Primary Research: Experts Interviews

In order to obtain full and accurate measure in leakage and linkage of tourism industry, experts' opinions were gathered in the form of interviews. The sample has been chosen respectively, three experts from UNWTO; they have a great experience with the topic specially building TSA. There are two experts from Tanzania, they have also a good knowledge about the topic of the study and they worked together as a team to measure leakage from tourism in Tanzania. Another one from Sweden and she had PHD in the topic of tourism leakage. Also, one from Jordan and had PHD in tourism leakage applying on hotels in Jordan. The last one is from Egypt and has a good experience in TSA and he published more than articles about TSA in Egypt.

The researcher has been provided the first two experts the TSA out puts which is the lasts update version of TSA published on August 2015 by the journal of tourism researches (in English language) one week before the interview tack to held on to give them the opportunities to read the TSA out puts well, also to provide specific knowledge and accurate information about leakage and linkage of tourism industry in Egypt. Furthermore, to determine what sort of information lacks in the out puts of the TSA and how can it manage to measure in leakage and linkage of tourism industry. Lastly, to provide them information that helps them to draw Tourism Value Chain for Egyptian economy which helps researcher to describe the overall picture of backward and forward linkages of Egyptian economy.

All interviews have been hold on the basis of one to one via internet. Researcher arranges interviews to be semi-structured to allow interviewers freedom to answer, explain and adding or omitting questions during interviewees. Five questions were made and interviews took between 10 to 15 minutes.

5. Findings and discussions

This part of the study will discuss the findings of both secondary and primary research. Therefore all findings are brought together in this part and will analyse to get one result.

5.1 Secondary Data

Here, the researcher will show first data available from TSA then tries to measure the leakage of tourism sector. Also, from the TSA out puts data, a researcher tries to describe linkage via Tourism Value Chain for Egyptian tourism sector with the help of interviewers' answers.

5.1.1 TSA Data

In this part, researcher will show only specific part of TSA out puts which could provide data about leakage and linkage. This means that the out puts of table 6 and7 in TSA system will provide what is needed. Table 6 in TSA is the most important table and the core of TSA system which describes tourism supply and demand (UNWTO, 2008). So, it provides data about tourist's consumptions and expenditures for products and services related or not related to tourism. It also shows ratio of what tourists consume from tourism products and services (Anter, 2012). But, table 7 gives information about labours in tourism and all its types (UNWTO, 2008). Table below shows TSA outputs data about inbound tourism consumption.

Table1 inbound tourism consumption (in billion Egyptian Pound)

Products	Local production	Imports	Local supply	Tourism consumption	Tourism ratio
Accommodation	27.9	-	29.4	23.2	78.7
Food and beverage	52.5	-	53.2	24.1	45.3
Transportation	62.5	9.2	94.1	23.1	89.3
Travel agencies and booking services	5	1.3	6.4	5.7	32.5
Cultural and sports services	28.5	-	29	9.4	96.8
Products and services related to tourism	4.2	-	6.2	6	42.2
Other consumption and non-consumption products	2617.8	469.9	3018.5	21	0.7
Products related to tourism	180.7	10.6	218.2	92.1	42.2
Total	2820	480.5	3236.7	113.1	3.5

Source: TSA Unit, Ministry of Tourism, Egypt.

5.1.1.1 Measuring tourism leakage

To sum up, the following table presents relevant findings of tourism consumption and summarizes the basic information about total local consumption, supply and imports. To understand the table results, it would be helpful to determine what is meant by the four terms that they have been reported in the table:

- Local production is a market value of all final goods and services recognized locally and which are produced in a country during a specific period of time (Anter, 2012). In the case of tourism it means the total tourism products and services which produced locally then consumed by tourists in Egypt.
- Local supply is referring to the total result of domestic production and imports, minus exports. In the case of tourism it means the total tourism products and services which produced by both local community and foreigners then consumed by tourists in Egypt.
- Imports are the value of all goods and other market services received from the rest of the world.
- Tourism consumption refers to the amount paid for the acquisition of consumption goods and services, as well as valuables for own use or to give away, for and during tourism trips (UNWTO, 2008).

So, it can be observed that local production is low in its figures from local supply because the first is referring to total tourism products and services which produced locally, but the second is indicating to tourism products and services which produced by both local community and foreigners. Therefore, it can be easy to obtain the percentage of local production by dividing local production to local supply.

Products	**Local production**	**Local supply**	**Local production ratio from local supply (in per cent)**
Accommodation	27.9	29.4	94.5
Food and beverage	52.5	53.2	98.5
Transportation	62.5	94.1	66.4
Travel agencies and booking services	5	6.4	78.1
Cultural and sports services	28.5	29	98.3
Products and services related to tourism	4.2	6.2	66.8
Other consumption and non-consumption products	2617.8	3018.5	87
Products related to tourism	180.7	218.2	83
Total	**2820**	**3236.7**	**87.1**

Source: researcher

It can be observed that local production accounted for the large proportion of total local supply which is the highest percentage in food and beverage services (98.7%) and in the lowest percentage in transportation services (66.4%) and in total (87.1%). Experts showed that this gives good an overall view of the diversification of local economy, the contribution of the local community to provide tourism with what it needed and also, the linkage of tourism with other sectors and services in Egyptian economy.

From the other hand, it can be noted that the total foreign supply formed low percentage of total local supply (12.9%) which means low proportion of leakage in Egyptian economy.

Experts also showed that the overall result in tourism leakage it seems to be difficult because the lack of data in this area in TSA outputs. To overcome that, researcher puts a base which refers to what is the maximum tourism leakage in Egyptian economy?. This means that if we cannot calculate tourism leakage due to the lack of data, it can be easy to measure tourism leakage in the light the foundation of both foreign production and tourism consumption. The base is assuming that tourist consumption begins firstly to consume total foreign production and then local production.

Thus, foreign production in this base indicates to maximum leakage. So, if we calculate foreign production in all sectors which provide tourism it so that means the maximum tourism leakage in Egyptian economy.

Although experts praise this method but they said that this method does not lead to knowing the exactly size of the leakage, As well as that in the case of foreign production increased significantly for local production, it could never measure the size of leakage.

Products	**Local production (In billion)**	**Local supply (In billion)**	**Foreign supply (In billion)**	**Foreign supply ratio from total tourism consumption (maximum leakage)**
Accommodation	27.9	29.4	1.5	6.5
Food and beverage	52.5	53.2	0.7	2.9
Travel agencies and booking services	5	6.4	1.4	24.5
Cultural and sports services	28.5	29	0.5	5.3
Products and services related to tourism	4.2	6.2	2	33.3
Products related to tourism	180.7	218.2	37.5	17.2
Total	**2820**	**342.4**	**216.7**	**16.4**

Source: researcher

In order to explore the significance of tourism leakage rates in Egyptian economy, some data were gathered from TSA outputs, however, there is one limitation of this base will discuss below.

The researcher has calculated the amount of foreign production of goods and services which provide for tourism in Egypt, through subtracting local production of the total domestic supply. The final output reflects total foreign production. After that, the researcher calculates the foreign production ratio of total tourism consumption for each element of tourism consumption. The final out puts indicate for foreign supply ratio from total tourism consumption which means the maximum leakage in Egyptian economy.

The results indicate that tourism leakage in Egyptian economy is low, where total leakage scored (16.4%). The percentage is the average rate for activities: Accommodation, Food and beverage, Travel agencies and booking services, Cultural and sports services, Products and services related to tourism and Products related to tourism. Experts have pointed out that the real leakage rate may increase more than paper recorded, as there are some services have not been added in the measurement.

At national level, this gives a true indication of the decline in tourism leakage rates of these activities. Experts showed that it also refers to economic diversification and the ability of the host community to provide tourism services, as well as the existence of a real economic links between tourism and other sectors, however, Egypt is one of the developing countries or less developed. Which it was expected tourism leakage to be rate between 40-50 per cent according to the study carried out by the World Tourism Organization.

For further scrutiny, it is noted that the highest drop-out rates have been recorded in products and services related to tourism by 33.3%, followed by tourism enterprises and booking Services (24.5%). Experts are referring that to tour operators, which began in control of the global tourist market through vertical and horizontal integration strategies. TUI tour operator for example became a global company controlled 30% of the German tourism market and It also controls 50% Travco (Egyptian travel agent) Similarly, Thomas Cook, TEZ, and Pegas companies, which controls the shares of Egyptian companies. This has led to increased leakage rate in these activities.

On contrast, The results showed a lower drop-out rates in the food and beverage cultural and sports services (2.9% and 5.3% respectively). This is due to the agriculture sector in Egypt is a vital and important sector and works in the agricultural sector about 30% of the total labour force , and contributes about 14.8 % of GDP , and agricultural exports contribute about 20% of total merchandise exports , which makes the agricultural sector one of the national income resources in Egypt (Shehawy, 2009). However, Sandbrook (2010) found that over three quarter of tourism revenue to BINP in Uganda was lost as leakage and very small proportion of food were brought in the study area at national level.

As for leaks tourist imports, TSA outputs have shown the contribution of the tourism sector in imports, including nearly 7 billion Egyptian pounds, Which represents 1.5 % of total imports (480.5 billion). This means a lower drop-out rate.

For more details, Tourist imports distributed in each of the non- tourism products 40.3%, air transport 24.7%, water transport 17.5%, travel agency services 17.1% and rental transportation services 0.4%. Experts showed that this point is unclear and it needs more details to understand the figures.

There is lack of data in TSA outputs here and did not clarify the exact volume of imports for each activity and what is the quality of these imports and this should be taken into account when conducting future surveys.

Lastly, TSA output showed the volume of employment in the tourism sector, types and divisions of cost. Where it explained that the size of Egyptian workers is 1.7 million workers and this represents 6.2% of total workforce in Egypt. However, pervious leakage studies have been shown that one third of tourism job were held by non-local staff in Uganda.

The lack of data here is what experts mentioned. So, experts determine the quality of the data required in which it can measure the leakage rate: Local and foreign workforce determination and the kind and wage determination for both Local and foreign labours.

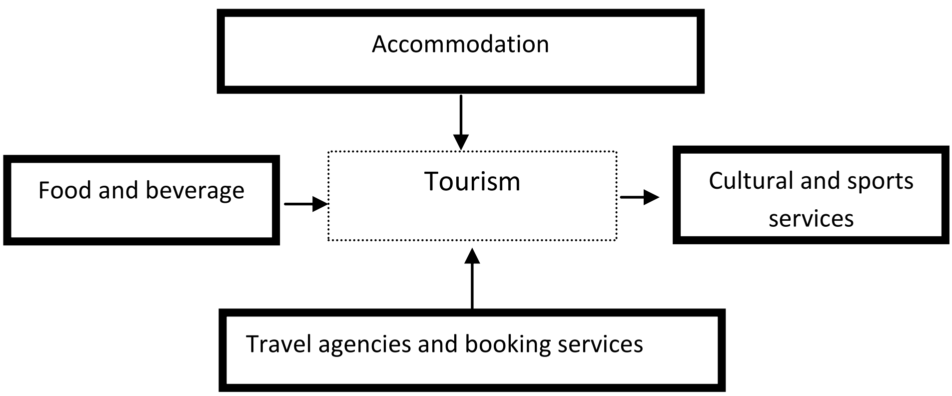
5.1.1.2 Measuring Tourism Linkage

Through the first table, it can be discover links to the tourism sector with other economic sectors. Although the Tourism Satellite Account has some limits, which will be mentioned below. However, it can identify linkages with other economic sectors. To find links to the tourism sector through TSA outputs, it seems to be difficult, but researcher put a new base which refers to the size of local production to tourism consumption. If the size of local production exceeds or equal tourism production this means there are real link between tourism sector and other economic sectors or it does not.

Products	**Local production**	**Tourism consumption**	**Local production ratio to Tourism consumption**
Accommodation	27.9	23.2	% 120
Food and beverage	52.5	24.1	% 215
Transportation	62.5	23.1	% 270
Travel agencies and booking services	5	5.7	% 87
Cultural and sports services	28.5	9.4	% 303
Products and services related to tourism	4.2	6	% 70
Products related to tourism	180.7	92.1	% 196

It can be observed from table above that there are good linkages between tourism sector and other economic sectors in most services which provide to tourism except Travel agencies and booking services and also Products and services related to tourism where the local community cannot provide full what tourism needed.

The researcher can draw backward linkage which appears through the TSA outputs in the form of value chain.



It is clear from the foregoing that the TSA system is unable to clarify the tourism value chain and experts have attributed this to the following reasons:

- The TSA system is applied at the national level. So, it cannot be clearly all private tourism links appear.
- TSA system provides outputs of the total overall activities and not detailed data.
- It's hard to TSA provides data on the forward linkages system.
- Some experts argue that TVC is a good first step tool to help a region examine linkage, not a tool to calculate it.

5. 2 Limitations:

Although this method is the only way now available to measure the leakage in the tourism sector, and give a semi-real indicator for leakage in the Egyptian tourism sector, however, there are set of limits for this method:

- It gives the maximum leakages in the tourism sector in Egypt not a real leak, although in the case of the availability of data through the Tourism Satellite Account outputs may be the real proportions of the leakage comparable to rates that have been measured.
- Difficult to measure leakage if local production increases for foreign tourism consumption. This means that in the case of increasing foreign production for tourism consumption, The leakage ratio will exceed 100 per cent. For example, the case of other consumption and non-consumption products and products related to tourism. The foreign production for both of two elements exceeds tourism consumption.
- Also, cannot measure the external, invisible and pre-visit leakage from the out puts of TSA.
- There is a lack of data from the TSA; it should be determine what is local and what is foreign for both production and consumption of tourism.
- It should identify local and foreign people in tourism and the rates of their income.
- Critical point belongs to transportation, TSA indicates that tourist's expenditure rises in the case of local transportation, and it does not mentioned about the amount of expenditures on both local and foreign carriers.

- TSA can measure only backward leakage not forward leakage. Moreover, measuring linkage at national level.

6. Recommendation

There are many recommendations for enhancing TSA outputs, it should tack in consider these points:

For leakage tourism with other sectors

- Improve surveys data carried out by TSA Unit by add some data for domestic production and foreign production of all goods and services produced for tourism consumption as shown in 6.1.1 and next.
- It is important to determine the amounts of expenditures belong to international transportation for both national and foreign transportation severally.
- The need to clarify the size of the tourist imports accurately for each activity or sector severally.
- It should also explain in surveys of employment data Egyptian and foreign and the size of their salaries.

For linking tourism with other sectors

- Minimizing the benefits of investment and minimizing the costs by adopting pragmatic and flexible policies by encouragement participants between hotel chains and tourism companies' services and local supply.
- Link tourism with other economy sectors should be a project and vision coming from the awareness of government to carry out it, like the project of Jamaica (Linkage Hub) and Botswana project in linking tourism with other sectors (closed community).
- TSA outputs showed weak in linking tourism with tourism companies and transportation, so it should be benefit to establish strong few companies for tourism services and other for transportation instead of many tourism companies (1866 companies).
- A study of the tourism value chains at the state level to illustrate the flaws in the value chain and processed and this is a national project implemented by State.

7. Conclusion

This paper tries to measure tourism leakage and linkage in Egypt economy, but measuring tourism leakage (specially) and linkage seem to be difficult task and until now no methodology made for this purpose yet. With this in mind, researcher tries to use TSA outputs to measure tourism leakage and linkage in Egypt economy. However, a new base was made by the researcher to obtain good result in measure tourism leakage and linkage, but still a lot of limitations belong to this method.

In general, leakage seems to be acceptable as long as the income to the local community is higher than loss from all kinds of leakage and linkage at local level as it mentioned. However, at the local community in Egypt leakage is often less and there are a lot of points of tourism leakage, which came from local capacity of local community to supply a lot of goods and services and also skilled and non-skilled staff for tourism sector.

Lastly, through TSA outputs leakage reported 16.4% at the maximum and a good linkage with other sectors specially agriculture.

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