

بيان بالأبحاث والاهتمامات البحثية لأعضاء هيئة

التدريس والهيئة المعاونة بقسم الدراسات

السياحية

بيان بالابحاث والاهتمامات البحثية لأعضاء هيئة التدريس والهيئة المعاونة بقسم الدراسات

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<p>Digital Transformation Technologies on Egypt Air Sustainability", (JAAUTH), Vol.24 No. 1, 2023.</p> <p>10. Hussein Abdel Wahab Abdel Rady and Asmaa Abdul Rauf khalf, "Developing the Archaeological Heritage Site in Tuna El-Gebel to Integrate into the World Heritage Tentative List", The Scientific Journal of the Faculty of Tourism and Hotels, Alexandria University, Vol. 20, Issue 2 (2023).</p> <p>11. Asmaa Abdul Rauf khalf, Nourhan Khalid Abulhaggag and Aya Mohamed Magdy," Towards applying the Model of Sustainable Cities on Marsa Alam City", Journal of Tourism and Hospitality Research, Faculty of Tourism and Hotels, Minia University Vol. (15), No (3), June, 2023.</p> <p>12. Asmaa Abdul Rauf khalf," Towards Applying Sustainable Learning to the Educational Process at the Faculty of Tourism and Hotels, Minia University", Journal of Tourism and Hospitality Research, Faculty of Tourism and Hotels, Minia University Vol. (16), No (1), December, 2023.</p> <p>13. Asmaa Abdul Rauf khalf," Exploring the Effectiveness of Using Green Technology to Enhance Sustainability in Aswan", Journal of Tourism and Hospitality Research, Faculty of Tourism and Hotels, Minia University Vol. (17), No (1), June, 2024.</p> <p>14. Asmaa Abdul Rauf khalf, Mohamed Mohamed Khorshed and Marwa Said Wahba, " Applying Regenerative Tourism to Enhance Sustainable Tourism Development in Hurghada", Journal of Tourism and Hospitality Research, Faculty of Tourism and Hotels, Minia University Vol. (17), No (1), June, 2024.</p>			
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16. Asmaa Hussein, Akmal Ramadan and Nesreen Khairy, (2017), Evaluating the Egyptian Tourism Product Image in the Tour operators' Brochures, *Minia Journal of Tourism and Hospitality Research*, Faculty of Tourism and Hotels, Minia University, Volume (1), No 2.

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Research Interests

My researches focuses on tourism and hospitality management, with a particular emphasis on enhancing conserving environment and ecotourism to improve the tourism attractions. Key areas of interest include:

- **Ecotourism and Information and communication technology:** determining how technological tools enhancing conserving environment.
- **Diving and disabilities:** Investigating the efficiency of diving centers to provide enjoyable diving trip for disabilities.
- **Sustainable practices and marine tourism:** Evaluating sustainability practices in marine tourism to protect the marine resources
- **Digital Marketing for diving trips:** Applying digital marketing for diving trips to enhance marketing for these trips.

<p>1. بحث بمجلة كلية السياحة والفنادق جامعة المنيا <i>Minia Journal of Tourism and Hospitality Research</i> <i>Vol. 17, No.(1), june, 2024</i> بعنوان؛ Towards Digital Transformation Technologies Application in the MICE Industry in Egypt.</p> <p>2. بحث بمجلة كلية السياحة والفنادق جامعة المنيا <i>Minia Journal of Tourism and Hospitality Research</i> <i>Vol. 16, No.(1), December, 2023</i> بعنوان؛ An assessment of the quality of safety and security measures at tourist sites in Luxor.</p> <p>3. بحث علمي مشترك مع دنسرين خيرى على بمجلة اتحاد الجامعات العربية للسياحة والضيافة (JAAUTH)، كلية السياحة والفنادق، جامعة قناة السويس. Journal of the Association of Arab Universities for Tourism and Hospitality, Faculty of Tourism and Hotels, Suez Canal University, Vol. (25), December 2023. بعنوان؛ Assessing Sharm El-Sheik Diving Centers' Ability to Provide Services for Tourists with Special Needs.</p> <p>4. بحث بمجلة كلية السياحة والفنادق جامعة المنيا <i>Minia Journal of Tourism and Hospitality Research</i> <i>Vol. 15, No.(3), june, 2023</i> بعنوان؛ Towards applying the Model of Sustainable Cities on Marsa Alam City.</p> <p>5. بحث علمي مشترك مع دنسرين خيرى على بالمجلة العلمية لكلية السياحة والفنادق، جامعة المنصورة، المجلد 11، يونيو 2022. بعنوان؛ " Evaluating the Resilience of Human Resources Practices in Travel Agencies during Covid-19 pandemic".</p>		<p>د.ايه محمد مجدي</p>	<p>7</p>
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<p>6. بحث بمجلة كلية السياحة والفنادق جامعة المنيا <i>Minia Journal of Tourism and Hospitality Research</i> <i>Vol. 13, No.(1), june, 2022</i> بعنوان؛ "Promoting The Tourism Traffic Incoming To Nubia Area".</p> <p>7. بحث علمي مشترك مع د.ريهام ضاحى تونى ود.نهى حلمى أبو العزم بالمجلة العلميه لكلية السياحة والفنادق، جامعة المنصوره ، المجلد11 ، يونيو 2022. بعنوان؛</p> <p>"The Impact of Digital Marketing Channels on Customer Buying Decision Process: A Study on the Egyptian Tourism and Hospitality Services".</p> <p>8. بحث علمي مشترك مع د.نسرين خيرى على بمجلة اتحاد الجامعات العربية للسياحة والضيافة (JAAUTH)، كلية السياحة والفنادق، جامعة قناة السويس. Journal of the Association of Arab Universities for Tourism and Hospitality, Faculty of Tourism and Hotels, Suez Canal University, Vol. (19), December 2020. بعنوان؛</p> <p>"Developing the Nature based Tourism in Minia Governorate: An Analysis of Tourism Potentials and Constraints".</p> <p>9. بحث علمي مشترك مع د.ريهام ضاحى تونى بمجلة اتحاد الجامعات العربية للسياحة والضيافة (JAAUTH)، كلية السياحة والفنادق، جامعة قناة السويس ، المجلد 19، ديسمبر 2020. Journal of the Association of Arab Universities for Tourism and Hospitality, Faculty of Tourism and Hotels, Suez Canal University, Vol. (19), December 2020. بعنوان؛</p> <p>"The application of Robots, Artificial Intelligence, and Service Automation in the Egyptian Tourism and Hospitality Sector (Possibilities, Obstacles, Pros, and Cons".</p>			
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<p>10. بحث علمي مشترك مع د. ولاء محمد عبد الحكيم بمجلة كلية السياحة والفنادق جامعة جنوب الوادي فرع الأقصر <i>International Journal of Tourism and Hospitality Management Volume 3, No. 1, June 2019.</i></p> <p>بعنوان؛ "The White Mirror of the Ministry of Antiquities: The Role of Training the Antiquities Inspector in Achieving Tourist Satisfaction (Applying on the Temple of Hatshepsut)".</p> <p>11. بحث بمجلة كلية السياحة والفنادق جامعة المنيا <i>Minia Journal of Tourism and Hospitality Research Vol. 6, Issue 1, December, 2018</i></p> <p>بعنوان؛ " The Impact of The Perceived quality of The Optional Excursions on Tourist Satisfaction and Destination loyalty in Hurghada".</p> <p>12. بحث بمجلة كلية السياحة والفنادق جامعة المنيا <i>Minia Journal of Tourism and Hospitality Research Vol. 1, Issue 2, December, 2016</i></p> <p>بعنوان؛ "Assessing the Employees Organizational Commitment and Relation to Job Satisfaction in the Egyptian Tourism Activity".</p> <p>•</p>			
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<p>Universities for Tourism and Hospitality, 27(1), 212-232</p> <p>5. Assessing the Tools of Digital Brand Marketing in the Egyptian Travel Agencies and Their Influence on Domestic Tourists' Loyalty. (2023). Journal of Association of Arab Universities for Tourism and Hospitality, 24(1), 367-388</p> <p>6. Khalaf, M. A. R., Elias, W., & Wafik, G. M. (2020). Evaluating the Optional Tours Service Quality and its Effect on Tourist's Satisfaction in Marsa Alam City. Minia Journal of Tourism and Hospitality Research .MJTHR, 10(1), 51-80</p> <p>7. Khalaf, M. A., Elias, W. A., & Wafek, G. M. (2020). Assessing tourism services quality and its effect on egyptians tourists satisfaction in hurghada. International Journal of Heritage, Tourism and Hospitality, 14(2), 73-87</p>			
<p>Research Interests</p> <p>My research focuses on tourism and hospitality management, with a particular emphasis on enhancing travel agency performance and improving the quality of tourism services. Key areas of interest include:</p> <ul style="list-style-type: none"> • Human Resource Management in Tourism: Examining factors influencing employee turnover and satisfaction in travel agencies. • Technology and Digital Transformation in Tourism: Investigating the impact of technostress and the adoption of AI tools such as chatbots on customer satisfaction and operational efficiency. • Digital Tourism Marketing: Evaluating digital brand marketing strategies and their influence on domestic tourists' loyalty. • Organizational Performance Improvement: Applying Lean Management principles in travel agencies to boost efficiency and service quality. • Tourism Service Quality: Assessing service quality in tourist destinations and related facilities, and its effect on both domestic and international tourist satisfaction. 			
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<p>in Red Sea Travel Agencies: Opportunities, Challenges, and Future Directions.. Journal of Association of Arab Universities for Tourism and Hospitality, 27(1), 466-486. doi: 10.21608/jaauth.2024.344722.1645</p> <ul style="list-style-type: none"> • Khalaf, M. A., & Attia, A. M. M. (2025). Assessing the Impact of Technostress on EgyptAir Passenger Satisfaction . مجلة كلية السياحة والفنادق - جامعة مدينة السادات، 9(1)، 329-303. doi: 10.21608/mfth.2025.438059 		ميروك	
<ol style="list-style-type: none"> 1) Khalaf, A., Ashour, A.,& Abdelrady, H. (2023). " Towards Digital Transformation Techniques Application at the Egyptian Airports". Minia Journal of Tourism and Hospitality Research, 15(1), 32-52. 2) Khalaf, A., Ashour, A.,& Abdelrady, H. (2022). "The Digital Transformation of Egypt Air Flights and the Passenger Experience". Journal of Association of Arab Universities for Tourism and Hospitality, 23(2), 267-289. 3) Elshazly, A., Abd Eljalil, S.,& Hassan, H. (2018). "Assessment of Egypt Air airlines' Abilities to Profile Its Position through Employee Branding". Minia Journal of Tourism and Hospitality Research, special Issue (2), 48-68. <p>الاهتمامات البحثية Research Interests تولي الباحثة اهتمامها بمجالات تخصصها العلمي وهو مجال النقل الجوي والطيران والذي تم بالفعل نشر العديد من الابحاث المذكورة مسبقا في صدد الطيران والنقل الجوي بالاضافة الي العديد من المجالات الاخرى مثل الاستدامة وتطبيقاتها في صناعة الطيران والسياحة، التحول الرقمي الفرص والتحديات في صناعة السياحة، تطبيقات تكنولوجيا المعلومات في السياحة، تغيرات المناخ وتأثيرها علي السياحة وعلاقتها بالبيئة، الاستدامة الذكية، التسويق الالكتروني والسياحة الالكترونية، وسياحة ذوي الاحتياجات الخاصة (اصحاب الهمم)، وغيرها من المجالات الاخرى المتعلقة بالاتجاهات الحديثة في صناعة السياحة والتي تلعب دورا فعالا في تحقيق رضا وولاء السائحين وتحسين جودة الخدمات وتعزيز الصور الذهنية للمقاصد السياحية.</p> <p>The researcher is interested in areas related to their scientific specialization, which is air transport and aviation. Several previously mentioned research papers</p>		د. الاء خلاف الشاذلي	10

<p>on aviation and air transport have already been published, in addition to many other areas such as:</p> <ul style="list-style-type: none"> • Sustainability applications in aviation and tourism industries • Digital Transformation (the opportunities and challenges for tourism industry). • Information technology applications in tourism • Climate Change (the effect on tourism and its relation to environment). • Smart Sustainability. • E-marketing and E-tourism. • Accessible Tourism. <p>In addition to other fields related to modern trends in tourism industry which in turn play a crucial role achieving tourist satisfaction and loyalty, improving service quality, and optimizing destinations image.</p>			
<ul style="list-style-type: none"> • Abd El-Hameed, R. M., Elias, W. A., & Abdel Rady, H. A. W. (2024). Evaluating Sustainable Tourism Planning for Terrestrially Protected Areas in Egypt. <i>Minia Journal of Tourism and Hospitality Research MJTHR</i>, 17(2), 76-100. • Abd El-Hameed, R. M., Elias, W. A., & Abdel Rady, H. A. W. (2024). Assessing of Sustainability Practices in Protected Areas in Egypt in Light of IUCN Green List Standard. <i>Minia Journal of Tourism and Hospitality Research MJTHR</i>, 17(2), 101-122. • Moawad, R., Ramadan, A., & Antar, M. (2015). Electronic arbitration in electronic tourism disputes. <i>The Scientific Journal of the Faculty of Tourism and Hotels, Alexandria University</i>, 12(1), 154-176. <p style="text-align: center;">الاهتمامات البحثية الخاصة بي :</p> <p style="text-align: center;">Research Interests</p> <ul style="list-style-type: none"> • Applications of artificial intelligence in tourism services. • New technologies to enhance tourist safety and security. • The relationship between customer satisfaction and loyalty to tourism destinations. • Development of business tourism, conferences, 		<p>د. رغدة معوذ</p>	<p>11</p>

<p>and exhibitions.</p> <ul style="list-style-type: none"> • Digital Transformation and Innovation in the Tourism Sector • Using Modern Technologies in Tourism Management <p>Opportunities and challenges of digital platforms in tourism</p>			
<p>1. Anter, M., Attia, M., & Elmaghraby, D. (2025). Readiness and Challenges of Financial Technology Adoption in the Egyptian Tourism Sector: An Empirical Study. <i>Minia Journal of Tourism and Hospitality Research MJTHR</i>, 19(1), 182-198.</p> <p>2. Anter, M., Attia, M., & Elmaghraby, D. (2025). Financial Technology in the Egyptian Tourism Sector: An Analytical Study of Opportunities and Applications. <i>Minia Journal of Tourism and Hospitality Research MJTHR</i>, 19(1), 199-221.</p> <p>3. Anter, M., & Elmaghraby, D. (2021). Tourism Value Chain in Egyptian National Economy: Input-Output Analysis. <i>Journal of Association of Arab Universities for Tourism and Hospitality</i>, 21(4), 113-133.</p> <p>4. Elmaghraby, D., & Khalf, A. (2021). Tourism Value Chain: An analytical study on Egyptian Tourism Sector. <i>Minia Journal of Tourism and Hospitality Research MJTHR</i>, 12(1), 61-83.</p>		د. دينا محمد المغربي	12
<p>Abulhaggag, N., khalf, A., & Magdy, A. (2023). Towards applying the model of sustainable cities on Marsa Alam city. <i>Minia Journal of Tourism and Hospitality Research MJTHR</i>, 15(3), 1-20.</p>		نورهان خالد	13
<p>Saleh, H., El Biesi, M., & Anter, M. (2024). Theory of the informal economy in the Egyptian tourism sector. <i>Minia Journal of Tourism and Hospitality Research MJTHR</i>, 17(2), 123-140.</p>		حازم صالح محمد	14