



## Employment of The Ancient Egyptian Feast Foods in Egyptian Hotel Menus and Its Impact on Promoting Food Tourism.

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### ABSTRACT

Food provided to customers and good menus are important factor in competitiveness for the tourist destination. There is a critical contribution for food in growing tourists yield. The relevance between regional food and culture enables the promotion of cultural heritage by promoting food tourism. The objectives of this research were two-fold. The first objective was to assess the extent of tourists' approval of employing the Egyptian feast foods to the menus presented in Egyptian hotels. The second goal was to explore the effect of employing Egyptian feast foods to the menus presented in Egyptian hotels on the promotion of food tourism at the Egyptian tourist destination. The research adopted a quantitative approach and used a questionnaire that was distributed to a sample of foreigner and Egyptian tourists at Luxor city. The findings revealed that Egyptian tourist and hotel establishments do not do their best to promote food tourism. Furthermore, using social media to promote Egyptian feast foods in Egyptian hotel menus can be a good way to influence tourists' conviction to include heritage foods on food menus. Another important finding of the research showed that the more the customer visit experience, the more tourists tend to heritage foods and the more to promote food tourism in the Egyptian tourist destination.

### Introduction

In the aggressive competitive tourism and hospitality industry, tourism and hospitality stakeholders are confronted with the barriers of creating innovative services and active marketing that will raise yield and support sustainable tourism development (kim *et al.*, 2018). A good menu attracts customers and drives sales (Flavia *et al.*, 2019). Food provided to customers has received outstanding criticism overtime. Even customers with no prior experience with food menus often give negative behaviors and have low expectations about the food served in hotels (Hansen, 2014). Moreover,

customers may also have their valuation affected by a cognitive background resulting in negative inputs being confirmed more than positive inputs. This cognitive background determined as negativity bias (Jorunn *et al.*, 2018).

### **Food tourism**

Food tourism can involve visits to food manufacturers, gastronomic celebrations, restaurants, food expositions and events, farmers' markets, concoction shows and specific food-related places, moreover, tasting tours – actions that specifically provide cooking experiences (Taheri and Gannon, 2021). Food tourism allows recognition of new and spectacular tastes, textures, flavors, as well as realizing the historical and cultural heritage of a place (Dixit *et al.*, 2020). Food tourism has a varied and multi orientation in the academic researches. With the development of the oversize tourism destinations globally, local and heritage foods and beverages remain the key sources to promote destinations successfully. Tourism food play a definite function in social life, with changing tastes of customers preferences and service offerings across the globe (Taheri *et al.*, 2021)

### **Food and tourism**

Food provides sustainable competitiveness for the tourist destination (Tao and wall, 2009). Decision-makers were interested in the importance of the association between food and tourism in a tourist destination and their contribution to economic development. There is a critical contribution for food in growing tourists yield; expanding a destination's appeal; developing tourists experience; encouraging regional identity; and activating expansion in other sectors (Yield Research Program, 2007). The relevance between regional food and culture enables the promotion of cultural heritage by promoting native food. Thus, connecting local tourism and food has the chance to inspire more sustainable tourism outcomes. Food is a vital part of overall tourist spending, where F&B rank first in visitor spending. (wolf, 2006). In a survey of rural tourism in the United Kingdom it was showed that about 40% of tourists' spending was spent on food (Boyne and Hall, 2004).

### **Food menus and tourism promotion**

The menu is defined as a list of food and drinks items obtainable for purchase, or a list of food and drink items that will be served. There are five essential types of the menu; a la carte menus, static menus, du jour menus, cycle menus, and fixed menus (Aspiyani *et al.*, 2020). Regarding food globalization and localization appear to be complementary, allowing for the globalization of tastes and at the same time increasing awareness and appreciation of local culture. In the context of food and tourism, globalization was induced people to foreign foods during the holiday (Bessiere, 1998). To counter the effects of the power of globalization and introduce an ethical food system, Hall and Sharples (2008) have proposed an alternative food system that is characterized by an international relationship between the producer and the customer within a particular place or locality. Localizing food systems has some advantages; bringing the increasing gap between producers and customers; prioritizing local social, economic and environmental health and focusing entirely on corporate revenues (Holloway, 2009; kim *et al.*, 2018).

## **Food and drink in ancient Egypt**

Food was an important feature of ancient Egyptian culture. Different plants and livestock form the food menus of the ancient Egyptians; they consumed fish, vegetables, fruits, and many products of their land (Montet, 1946; Mehdawy and Hussein, 2010). The diet of the ancient Egyptians differs according to their social level, began from poorest peasants to middle class ending with upper-class officials who enjoyed tables with different dishes of meat and pies (Brier and Hobbs; 2008, Mehdawy and Hussein, 2010).

### **Feast foods**

The ancient Egyptian temple calendars are crowded with feasts. Many feasts were connected to special occasions; feasts were related to seasons, coronations, funerals, and so many other events (Spencer, 2010). In their ordinary life, the ancient Egyptians were moderate concerning food. On special occasions and feasts, the ancient Egyptians vary their diets in kind and amount. Enormous records refer to the endowments required for feasts all over the Egyptian history; those endowments are mainly food (Mehdawy and Hussein; 2010, Spalinger, 2001). The ordinary ancient Egyptians would wait for feasts to have good meals and divert dishes. Food was a very important component in such occasions; coronation feasts, anniversaries, annual feasts for the Gods, and feasts of the dead when their relatives brought foods to the necropolis (Mehdawy and Hussein, 2010). During the main feasts the pharaoh usually presents bread and milk for the people (Brier and Hobbs, 2008). The feast offerings as mentioned in Medinet Habu temple of Ramesses III included; bread, pies, bulls, White Mountain goats, fowl, honey, and fruits. Special grains were offered as sacred diet in the feast of the sky at the beginning of each season (Mehdawy and Hussein, 2010). It is evident that the Egyptians drink plentiful amount of drink during their feasts (Montet, 1946)

### **Samples of Feast foods**

#### **Beautiful Feast of Opet**

The beautiful feast of Opet (abbreviated as Opet feast) was a very important ancient Egyptian feast celebrated annually in Thebes (ancient Luxor during the New Kingdom period). It was marked by general celebration and moved between Karnak and Luxor temples (Murnane, 1982; Darnell 2010).

In the Opet feast, the king presents many sacrifices and offerings like; meat, fruit, bread, poultry, and drink. Flowers and perfume were also an important aspect in this feast. All the people in Thebes were fed at the pharaoh's expense (Mehdawy and Hussein, 2010; Montet, 1946). Special kind of food like meat is presented to the populace; in Luxor temple reliefs depict the Opet festival, there is a representation of bulls slaughtered before the gate of the temple and then presented to the public (Epigraphic Survey, 1994; Fukaya, 2014). In Karnak temple where the feast began it is evident that the peddlers sell for the populations; watermelon, pomegranate, prickly pear, bread, and prepared birds (Montet, 1946)

### **Beautiful Feast of the Valley**

The Beautiful feast of the valley (abbreviated as Valley feast) was a very important event celebrated in the Theban necropolis during the New Kingdom period (Graefe, 1986; Strudwick and Strudwick 1999). The feast moves from Karnak temple to the shrines in the west bank, where it was celebrated by common people (Sullivan, 2008; Arnold, 2005)

The most apparent character of this feast was offering on braziers and banquets at the private tombs. Family members were invited to the tomb to share the banquet (Fukaya, 2014; Hartwig, 2004; Hartwig, 2013). Banquets were a very important part of each feast all around Egypt. Free meals were delivered to people within the time of the feast. A text in Edfu temple tells that “provisions are numerous than the sand of the shore, drink runs like inundation” (Fairman, 1954). For individuals the wealthy could present a fattened bull, the table in the banquet could include; roasted goose, fruits, and different kinds of bread (Montet, 1946; Mehdawy and Hussein, 2010). Drinking is the main theme of the feast banquet in private tomb scenes in Thebes; they drink different drinks, in feasts intoxication was the way to the transgression between earthly and the divine. Herb extracts are added to make beverages more intoxicants and even opium extract was added (Manniche, 2003).

### **Other ancient Egyptian feasts**

Food was connected to other ancient Egyptian feasts; special foods were presented on feast days. Feast of the harvest was associated - as its name - refers to the time of harvest, according to Medinet Habu calendar it was celebrated on the first day of the first month of the harvest season (Shemu). The harvest feast was among the most common feasts depicted in tomb scenes in Thebes (Fukaya, 2014). This feast is famous for its variety of meals. The feast diet included ripe green chickpeas, and lettuce (Mehdawy and Hussein, 2010). The New Year feast was celebrated – as it is referred to by its name- on the first day of the first month of the inundation season (Akhet). This feast was not confined to a city, but it was celebrated all over Egypt. The feast's main feature was the evening meal at private tombs. The New Year feast was an occasion for meat consumption, bull sacrifice was an important feature of the feast (Fukaya, 2014).

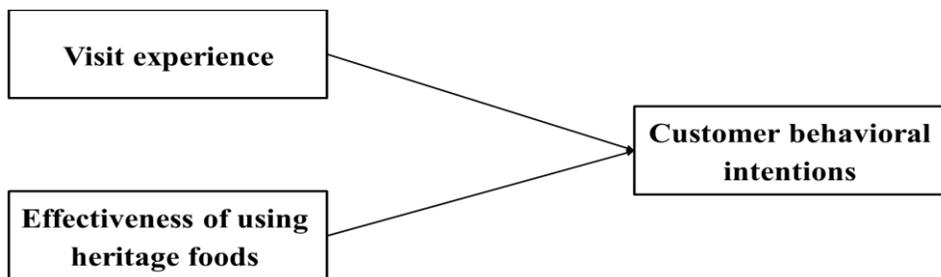
### **Effect of menu style on customer behavior**

The menu style that has been introduced by the hotels is an effective information source to assist consumers' informed choices. The provision of menu affects customers' attitude and perception (Burton and Creyer, 2004; Kim *et al.*, 2013). Several studies have supported the regulation by revealing that the provision of MLA helps people reduce caloric consumption (Brissette *et al.*, 2013; Dowray *et al.*, 2013). Several researches have suggested that food menu have a significant impact on menu customers' purchase decision (Finkelstein *et al.*, 2011). Customers realize food menu as a hotel social responsibility (HSR) initiative, which develops customer confidence and progress hotel brand image. (Kim and Ham, 2016)

### Research hypotheses

1. There are statistically significant differences between Egyptians and foreigners concerning the effectiveness of adding heritage foods to menus at Egyptian hotels.
2. There are statistically significant differences between age categories concerning the customer behavioral intentions about adding heritage foods to menus at Egyptian hotels.
3. There is a statistically significant correlation between customer visit experience and the customer behavioral intentions towards the inclusion of the ancient Egyptian feast foods in menus provided at Egyptian hotels.
4. The study variables (visit experience and the effectiveness of using heritage foods) influence significantly the customer behavioral intentions.

### Research conceptual Model



**Fig.1.** Research conceptual Model

### Methodology

The research adopted the quantitative approach using questionnaire survey for a sample of foreigner and Egyptian tourists at Luxor city (120 participants). The questionnaire included four major sections. Section one was general Information about the research participants. Section two included a five-dimensional Likert scale (12 sentences) to determine the perceptions of the proposed tourism visit to Luxor city. Section three included a five-dimensional Likert scale (13 sentences) to determine the effectiveness of using heritage foods. Lastly, section four included a five-dimensional Likert scale (4 sentences) to determine for the customer behavioral intentions towards the inclusion of the ancient Egyptian feast foods in menus (Wang 2016).

The research depended on the stratified random sample in the field study. The study was applied a sample of Egyptian and foreigner tourists in the Luxor governorate (see table 1).

**Table 1**

Number of Tourists in Luxor Governorate in (2019)

Tourists	Foreign Tourists	Egyptians Tourists	Total
Country			
Luxor governorate	68736	74082	142818

Source: Egyptian Tourism Authority (2020).

The researchers applied Stephen K. Thompson equation to calculate the sample size from the next formula: (Steven, 2012).

$$n = \frac{N \times p(1-p)}{\left[ \frac{N-1}{d^2} \div z^2 \right] + p(1-p)}$$

Where,

n: Sample size (118)      N: Population size (142818)      Z: Confidence level at 95% (1.96)  
d: Error proportion (0.09)      p: Probability (50 %)

By applying the data of the study population in the previous formula, the optimal sample size of the research was calculated (118 participants). The research questionnaire was distributed in two ways, hard forms handed to 50 Egyptian tourists. Out of these number 38 forms are valid to be analyzed (representing 76 % response rate). The second way is an online questionnaire on Google drive to foreign tourists' emails. This questionnaire had been answered by 100 foreign participants. Out of these number 82 forms are valid to be analyzed (representing 82 % response rate). These questionnaire forms were distributed from February 2021 to April 2021.

### The Sample characteristics

**Table 2**

The sample characteristics

Variable	Sample	No.	Percentage (%)
Gender	Male	64	53.3
	Female	56	46.7
Age	Less than 25 Years	82	68.4
	25- less than 35 Years	7	5.8
	25 - less than 45 Years	13	10.8
	45 - less than 55 Years	6	5
	More Than 56 Years	12	10
Education Level	High School or Less than Bachelor	60	50
	Bachelor or Diploma degree	32	26.7
	Master	11	9.1
	PhD	17	14.2
Nationality	Egyptians	38	31.7
	Foreigners	82	68.3

Table 2 showed that 53.3% of the sample were males (64), 46.7% of the sample were females. Moreover, most of the sample was less than 25 Years old, half of the sample was high school or less than bachelor (50%), and 68.3% of the sample were foreigners.

### Validity of the research

Factor analysis was utilized with 1 as the Eigen value to determine the measured factors. Three factors were extracted when the rotation compiled in there appealed. The three factors were visit experience (VE), the effectiveness of using heritage foods (EUHF), and customer behavioral intentions (CBI). Out of the 29 items in the

questionnaire, the first 12 items were categorized as visit experience, the second 13 items were categorized as the effectiveness of using heritage foods, and the remaining four were under behavioral intentions (see table 3). The researchers applied principal component analysis as the method of extraction and varimax was used as rotation method. (Swaminathan and Jawahar, 2013).

**Table 3**

Rotated Component matrix

N o.	Item	Components		
		1	2	3
1.	My experience of "Value for price".	<b>1</b>	0.371	-.285-
2.	My experience of "Food menus".	<b>0.936</b>	0.389	.105
3.	My experience of "Cleanliness".	<b>0.928</b>	0.544	-.184-
4.	My experience of "Hospitality".	<b>1.13</b>	0.390	.008
5.	My experience of "Punctuality".	<b>0.968</b>	0.123	-.058-
6.	My experience of "Customer service"	<b>1.053</b>	0.307	-.039-
7.	I feel warmly welcome when dealing with Egyptians.	<b>1.164</b>	0.479	-.204-
8.	Booking experience and price suitable for me.	<b>1.026</b>	0.271	-.096-
9.	Service quality in sales offices is very high.	<b>0.947</b>	0.070	.187
10.	Employees presenting timely and accurate services.	<b>0.959</b>	0.337	.076
11.	There are high quality food menus provided at Egyptian hotels.	<b>1.123</b>	0.254	.046
12.	I am satisfied with the variety of food menus provided at Egyptian hotels.	<b>1.162</b>	0.240	.137
13.	I think the use of heritage foods enriches my tourist experience.	-.125-	<b>1.244</b>	-.284-
14.	It is important to develop food tourism by adding ancient Egyptian foods to the menus presented.	-.210-	<b>1.232</b>	-.098-
15.	Adding ancient Egyptian foods to the presented menus would diversify the food product provided in the tourism and hospitality industry in Egypt.	.015	<b>1.178</b>	-.369-
16.	Recognizing the desires of tourists represents an important factor to the effective implementation of food tourism.	-.324-	<b>1.033</b>	-.232-
17.	I feel that Egyptian food is authentic in terms of preparation, ingredients and presentation.	-.130-	<b>1.267</b>	-.010-
18.	Ancient Egyptian events, festivals and their revival represent an important factor in revitalizing the pattern of food tourism.	-.103-	<b>1.120</b>	-.400-
19.	Food events encourage me to try more foods, especially traditional ones.	-.424-	<b>1.249</b>	-.050-
20.	There is interest from the owners of tourist and hotel establishments to promote food tourism.	-.334-	<b>1.108</b>	-.027-
21.	Ancient Egyptian foods represent an important component that I would like to look forward to in my tourist experience in Egypt.	-.523-	<b>1.248</b>	-.076-

continued

22.	Ancient Egyptian food may be an important incentive to travel to Egypt as a tourist destination.	-.253-	<b>1.166</b>	-.152-
23.	Globalization threatens local and traditional food cultures.	-.459-	<b>.984</b>	.146
24.	I am well aware of local and ancient Egyptian food in my tourist experience in Egypt.	-.321-	<b>1.093</b>	.147
25.	Ancient Egyptian foods represent a competitive advantage for the Egyptian tourist destination.	-.439-	<b>1.105</b>	.059
26.	I prefer to purchase ancient foods from Egyptian hotels at the long term.	.068	.377	<b>.957</b>
27.	I will generate and promote positive content about my ancient foods experience on social media.	-.045-	.565	<b>1.070</b>
28.	I will recommend ancient foods to my friends and relatives.	.087	.439	<b>1.138</b>
29.	I will keep participating in the surveys with my reviews and positive ensure good reputation about ancient foods.	.108	.425	<b>1.085</b>

The test extracted a three-factor solution, each with Eigen values over one that explains 78.9% of the total variance. The KMO test was 0.954 suggested a praiseworthy level based on Kaiser and Rice (1974) and the Bartlett's test for sphericity was significant,  $\chi^2 = 4098$ ,  $p = 0.000$ . (see table 4). (Kaiser and Rice, 1974).

**Table 4**

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.954
Bartlett's Test of Sphericity	Approx. Chi-Square
	4098
	df
	406
	Sig.
	.000

### Reliability of the research

**Table 5**

Reliability

The Axis	No. of statements	Alpha Coefficient
Visit experience	12	0.963
Effectiveness of using heritage foods	13	0.973
Customer behavioral intentions	4	0.922

For reliability of survey statements, Cronbach's alpha coefficient was tested, and exceeded 0.7 for all variables as shown in table (5); this means that all items are reliable Cronbach's  $\alpha$  value of all factors exceeded 0.70, referring suitable measurement reliability. Cronbach's  $\alpha$  level more than 0.7 is suitable for reliability (Hair *et al.*, 2010).

### Normality of data distribution

Kolmogrov-Smirnov test was applied to test the normality of distribution which is a precondition for many statistical tests (Ghasemi and Zahediasl, 2012), results were introduced in the following table:

**Table 6**

Normality of data distribution

Variables	Kolmogrov-Smirnov		
	Statistic	df	Sig.
Visit experience	.135	120	0.000
Effectiveness of using heritage foods	.162	120	0.000
Customer behavioral intentions	.139	120	0.000

Table 6 showed that the data distribution for all three items was not normally distributed, where Sig. value is less than 0.05, so the data of all research variables was non-normal (Ghasemi and Zehedias, 2012). Accordingly, non-parametric tests were used to analyze collected data such as Mann-whitny, chi-square, and Kruscal-Wallis tests to analyze the validity of the hypothesis of the research

### Results

#### The most influential factors to choose Luxor as a destination to practice food tourism

**Table 7**

The most influential factors to choose Luxor as a destination to practice food tourism

	Frequency*	Percent	Rank
Family & Friends	56	46.7	1
Personal experiences	45	37.5	3
Internet	51	42.5	2
Egypt air flight schedules	24	20	4

\*More than one answer is possible

Table 7 referred that "Family & Friends" came at first rank ( $Frq.= 56, P= 46.7\%$ ), followed by " Internet" ( $Frq.= 51, P= 42.5\%$ ),and "Personal experiences" ( $Frq.= 45, P= 37.5\%$ ). On the other hand, "Egypt air flight schedules" ( $Frq.= 24, P= 20\%$ ) ranked last variable. This result agreed with Kim and Ham (2016) that family and social aspects have an important role in developing customer confidence and progressing hotel brand image, that indicating the importance of paying attention to social aspects when promoting ancient Egyptian food menus.

#### Frequently number of traveling to Luxor after the first visit

**Table 8**

Frequently number of traveling to Luxor after the first visit

	Frequency	Percent	Rank
Never	29	24.2	3
Less Than 2 Times	30	25	2
Between 2 and 5 Times	24	20	4
More Than 5 Times	37	30.8	1

Table 8 referred that "More Than 5 Times" came at first rank ( $Frq.= 37, P= 30.8\%$ ), followed by " Less Than 2 Times" ( $Frq. = 30, P= 25\%$ ),and "Never" ( $Frq.= 29, P= 24.2\%$ ). On the other hand, "Between 2 and 5 Times" ( $Frq. = 24, P= 20\%$ ) ranked last variable. The repeated visits of most of the study sample indicate the suitability of the sample to the research variables.

### Means of recognizing ancient food in Egypt

**Table 9**

Means of recognizing ancient food in Egypt

Variables	Frequency*	Percent	Rank
Newspapers	15	12.5	5
Friends recommendation	51	42.5	3
E-mail	22	18.3	4
Google/ Websites	56	46.7	1
TV	52	43.3	2

*\*More than one answer is possible*

Table 9 referred that "Google/ Websites" came at first rank ( $Frq.= 56, P= 46.7\%$ ), followed by " TV " ( $Frq. = 52, P= 43.3\%$ ),and " Friends recommendation" ( $Frq.= 51, P= 42.5\%$ ). On the other hand, "Newspapers" ( $Frq. = 15, P= 12.5\%$ ) ranked last variable. This result reflected the important role of Google/Websites in promoting ancient Egyptian food menus.

### Way of booking

**Table 10**

Means of booking

Variables	Frequency	Percent	Rank
Travel Agents	37	30.8	2
Airlines offices	18	15	4
Online travel search engine	41	34.2	1
Other channel	24	20	3

Table 10 referred that "Online travel search engine" came at first rank ( $Frq.= 41, P= 34.2\%$ ), followed by " Travel Agents " ( $Frq. = 37, P= 30.8\%$ ). On the other hand, "Airlines offices" ( $Frq. = 18, P= 15\%$ ) ranked last variable.

### Descriptive Statistics

**Table 11**

descriptive Statistics

The Axis	Mean	95% Confidence Interval for Mean*	Attitude
Visit experience	3,44	3.25 - 3.46	agree
Effectiveness of using heritage foods	3.53	3.32- 3.74	agree
Customer behavioral intentions	3,44	3.23-3.66	agree

\*95% Confidence Interval for Mean of the study population =

$$\bar{X} \mp t_{0.025,55} * Std.Error$$

Table 11 indicated that the 95% confidence interval for the mean of the "Visit experience" is between 3.25 as a lower bound and 3.46 as an upper bound. According to Joshi *et al.* (2015), in Likert scale questions, when the researcher's goal is to "integrate" all items to create a "composite" score for an individual rather than a separate analysis of a single variable answered by all individuals, then this individual aggregate score (for all items) shows the following attitudes; if the score was "less than 1.8", it refers to the attitude of "completely disagree", if the score was between "1.8 - less than 2.6", it refers to the attitude of "disagree", if the score was between "2.6 - less than 3.4", it refers to the attitude of "neutral", if the score was between "3.4 - less than 4.2", it refers to the attitude of "agree"; finally, if the score was between "4.2 - 5", it refers to the attitude of "completely agree". Hence the previous result refers to the attitude of "agree", 95% confidence interval for the mean of effectiveness of using heritage foods" is between 3.32 as a lower bound and 3.74 as an upper bound that refers to the attitude of "agree", 95% confidence interval for the mean of "Customer behavioral intentions" is between 3.23 as a lower bound and 3.66 as an upper bound that refers to the attitude of "agree", The previous results indicated the approval and acceptance of the tourists to include the ancient Egyptian feast foods in menus provided at Egyptian hotels.

### Study variables analysis

#### Visit experience

The purpose of this variable was to measure the tourists' impression of the services provided to them during their visit to Egypt. The collected data was illustrated in table (12):

**Table 12**

Statistics for the visit experience

Statements	M	SD	Rank
My experience of "Value for price".	3.28	1.27	12
My experience of "Food menus".	3.49	1.22	5
My experience of "Cleanliness".	3.31	1.28	11
My experience of "Hospitality".	3.62	1.37	1
My experience of "Punctuality".	3.32	1.21	10
My experience of "Customer service"	3.48	1.30	6
I feel warmly welcome when dealing with Egyptians.	3.54	1.46	2
Booking experience and price suitable for me.	3.50	1.25	4
Service quality in sales offices is very high.	3.43	1.16	8
Employees presenting timely and accurate services.	3.46	1.24	7
There are high-quality food menus provided at Egyptian hotels.	3.51	1.30	3
I am satisfied with the variety of food menus provided at Egyptian hotels.	3.42	1.34	9
Overall mean	3.44	1.08	

M = Mean SD = Standard Deviation Sig. = significance degree of one-sample T-Test

Table 12 mentioned that the most effective variables were “My experience of hospitality” (M= 3.62, SD= 1.37), “I feel warmly welcome when dealing with Egyptians” (M= 3.54, SD= 1.46) and “There are high-quality food menus provided at Egyptian hotels” (M= 3.51, SD=1.3) respectively. On the other hand, the least effective variables were “My experience of punctuality” (M=3.32, SD=1.21), “My experience of cleanliness” (M=3.31, SD= 1.28), and “My experience of value for price” (M=3.28, SD= 1.27) respectively. The overall mean of the above variables was (3.44) with a standard deviation of (1.08). This result confirms the need for hotel management to pay attention to prices, cleanliness and punctuality when providing hotel services.

### Effectiveness of using heritage foods

The purpose of this variable was to study the tourists’ impression of the effectiveness of using heritage foods in menus during their visit to Egypt. The collected data was illustrated in table (13):

**Table 13**

Statistics for the effectiveness of using heritage foods

Statements	M	SD	Rank
I think the use of heritage foods enriches my tourist experience.	3.53	1.41	7
It is important to develop food tourism by adding ancient Egyptian foods to the menus presented.	3.63	1.40	3
Adding ancient Egyptian foods to the presented menus would diversify the food product provided in the tourism and hospitality industry in Egypt.	3.72	1.36	1
Recognizing the desires of tourists represents an important factor in the effective implementation of food tourism.	3.30	1.33	9
I feel that Egyptian food is authentic in terms of preparation, ingredients and presentation.	3.55	1.39	5
Ancient Egyptian events, festivals and their revival represent an important factor in revitalizing the pattern of food tourism.	3.68	1.37	2
Food events encourage me to try more foods, especially traditional ones.	3.54	1.44	6
There is interest from the owners of tourist and hotel establishments to promote food tourism.	3.44	1.37	8
Ancient Egyptian foods represent an important component that I would like to look forward to in my tourist experience in Egypt.	3.53	1.44	7
Ancient Egyptian food may be an important incentive to travel to Egypt as a tourist destination.	3.57	1.37	4
Globalization threatens local and traditional food cultures.	3.28	1.34	10
I am well aware of local and ancient Egyptian food in my tourist experience in Egypt.	3.53	1.30	7
Ancient Egyptian foods represent a competitive advantage for the Egyptian tourist destination.	3.55	1.31	5
Overall mean	3.53	1.19	

M = Mean SD = Standard Deviation Sig. = significance degree of one-sample T-Test

Table 13 mentioned that the most effective variables were “Adding ancient Egyptian foods to the presented menus would diversify the food product provided in the tourism and hospitality industry in Egypt” (M= 3.72, SD= 1.36), “Ancient Egyptian events, festivals and their revival represent an important factor in revitalizing the pattern of food tourism” (M= 3.68, SD= 1.37) and “There are high-quality food menus provided at Egyptian hotels” (M= 3.63, SD=1.40) respectively. On the other hand, the least effective variables were “There is interest from the owners of tourist and hotel establishments to promote food tourism” (M=3.44, SD=1.37), “Recognizing the desires of tourists represents an important factor to the effective implementation of food tourism.” (M=3.30, SD= 1.33), and “Globalization threatens local and traditional food cultures” (M=3.28, SD= 1.34) respectively. The overall mean of the above variables was (3.53) with a standard deviation of (1.19). This result indicated the weak level of promotion of food tourism in the Egyptian tourist and hotel establishments.

### Customer behavioral intentions

The purpose of this variable was to study the customer behavioral intentions towards the inclusion of the ancient Egyptian feast foods in menus provided at Egyptian hotels. The collected data was illustrated in table (14):

**Table 14**

Statistics for the customer behavioral intentions towards the inclusion of the ancient Egyptian feast foods in menus

Statements	M	SD	Rank
I prefer to purchase ancient foods from Egyptian hotels in the long term.	3.26	1.23	4
I will generate and promote positive content about my ancient food experience on social media.	3.46	1.33	3
I will recommend ancient foods to my friends and relatives.	3.48	1.35	2
I will keep participating in the surveys with my reviews and positive ensure good reputation about ancient foods.	3.58	1.34	1
Overall mean	3.44	1.18	

M = Mean SD = Standard Deviation Sig. = significance degree of one-sample T-Test

Table 14 mentioned that the most effective variables were “I will keep participating in the surveys with my reviews and positive ensure good reputation about ancient foods” (M= 3.58, SD= 1.34), “I will recommend ancient foods to my friends and relatives” (M= 3.48, SD= 1.35) and “I will generate and promote positive content about my ancient food experience on social media” (M= 3.46, SD=1.33) respectively. On the other hand, the last ranked variable was “I prefer to purchase ancient foods from Egyptian hotels at the long term” (M=3.26, SD=1.23). This result indicated the weak level of promotion of food tourism in the Egyptian tourist and hotel establishments. This result confirms the importance of the promotion, especially promotion using social media, which has a great impact on tourists' conviction to add heritage foods to food menus to stimulate the pattern of food tourism.

### Test of hypothesis

To test  $H_1$  of the study, the Mann-Whitney test was applied; Mann-Whitney is a test that is used to compare two independent samples that do not request normally distributed groups (Nashar, 2008). The results of the Mann-Whitney test presented as follow:

**Table 15**

Statistical differences between Egyptians and foreigners concerning the effectiveness of adding heritage foods to menus at Egyptian hotels

Variable	Nationality	No. of customers	Mean Rank	Sig.
Effectiveness of adding heritage foods	Egyptians	38	56.71	0.416
	Foreigners	82	62.26	

Table 15 showed that the sig. value is (0.416) which means that there are no significant differences between Egyptians and foreigners concerning the effectiveness of adding heritage foods to menus at Egyptian hotels. This result coincided that the second hypothesis of the study is not acceptable. On the other hand, there are no significant differences between Egyptians and foreigners concerning effectiveness of adding heritage foods to menus at Egyptian hotels.

To test the second hypothesis of the research, kruskal-Wallis test was applied, kruskal-Wallis test applied when the individual has one scale factor and one nominal factor, it tests whether the mean ranks are similar in all the samples, it also used when data distribution of study variables does not meet the normality (McDonald, J, 2014). The findings of kruskal-Wallis test presented as follow:

**Table 16**

Differences between age categories concerning the customer behavioral intentions.

Variable	Age categories	No. of customers	Mean Rank	Chi-Square	Sig.
Customer behavioral intentions	Less than 25 Years	82	55.23	7.55	0.109
	Between 26-35 Years	7	61.43		
	Between 36-45 Years	13	73.50		
	Between 46-55 Years	6	85.00		
	More Than 56 Years	12	69.63		

Null hypothesis of the Kruskal-Wallis test is that the mean ranks of the samples are the same (McDonald, J, 2014). From the previous table it obvious that sig. value is (0.109) which means that there are no significant differences between the five age categories concerning the customer behavioral intentions about adding heritage foods to menus at Egyptian hotels. This means that the third hypothesis of the research is not accepted.

To test  $H_3$  of the research, the chi-square test was applied, the chi-square test is used to locate whether there is a significant correlation between the expected and observed values of one or more variables (West, 2008). The findings of chi-square showed as follow:

**Table 17**

Statistical significant correlation between customer visit experience and the customer behavioral intentions

Variable	Pearson Chi-Square	Df.	Sig.
Customer visit experience Customer behavioral intentions	1053	736	0.000

Table 17 referred that the Chi-Square coefficient is 1053 with Sig. value (0.000), this result meant that there is a statistically significant correlation between customer visit experience and the customer behavioral intentions. This result indicated that the fourth hypothesis of the research is accepted and leads to that the more the customer visit experience, the more tourists tend to heritage foods and the more to promote food tourism in the Egyptian tourist.

To test the fourth hypothesis of the study, multiple regression coefficients were applied, the findings of multiple regression showed the follows:

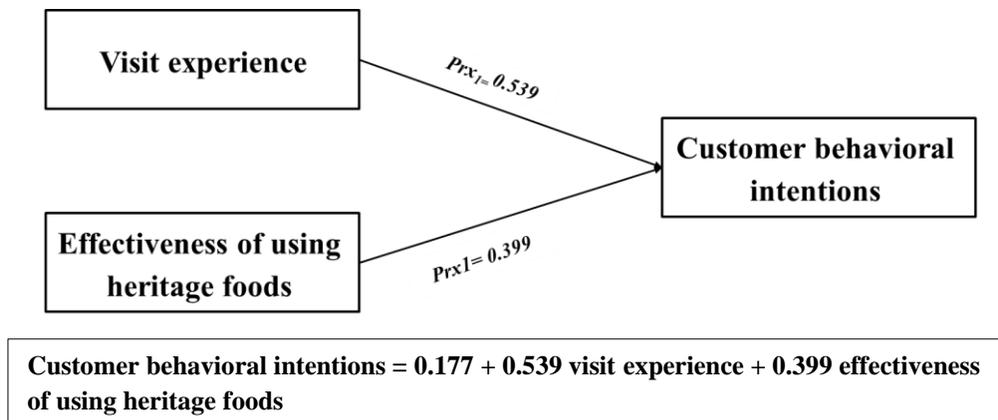
**Table 18**

Multiple regression coefficients for the influence of study variables on the customer behavioral intentions

Model	R <sup>2</sup>	Beta	t	Sig.
(Constant)	0.741	0.17	0.943	0.000
Customer visit experience		7	5.476	
Effectiveness of adding heritage foods		0.53	4.464	
		9		
		0.39		
		9		

a. Dependent variable: customer behavioral intentions

From table (19), the coefficient of determination (R<sup>2</sup>) is (0.741), suggesting that 74.1% of the variation of customer behavioral intentions was explained by the variables of the study (customer visit experience, effectiveness of adding heritage foods) at Egyptian hotels. Furthermore, the findings showed that all variables influence significantly the customer behavioral intentions, where the sig. value was than 0.05 (0.000). This result proved that the fifth hypothesis of the research is accepted. From the previous result, the following model and equation were suggested:

**Research Model and equation****Fig.2.** Research model and equation**Conclusion and recommendations**

The research approach adopted in this research was the quantitative approach using a questionnaire survey for a sample of the foreigner and Egyptian tourists at Luxor city (120 participants). A five-dimensional Likert scale was applied to locate the attitude of the respondents about the inclusion of the ancient Egyptian feast foods in Egyptian hotel menus and its impact on prompting food tourism. The reliability and validity of the research tool were practically measured by using both the cronbach's alpha coefficient and factor analysis test. Stephen K. Thompson's formula was used to determine the optimal sample size based on the pilot study results. The data collected was analyzed statistically using SPSS version 25. Concerning its hypotheses, the current research revealed some interesting findings; the results indicated the approval of the tourists to include the ancient Egyptian feast foods in menus provided at Egyptian hotels. Moreover, it indicated the weak level of promotion of food tourism in the Egyptian tourist and hotel establishments. Likewise, this research confirmed the statistical significant correlation between customer visit experience and the customer behavioral intentions toward the ancient Egyptian foods as a suggested component of menu ingredients. This research suggests some recommendations. First, tourism and hospitality enterprises are encouraged to include ancient Egyptian feast foods to the Egyptian hotel menus to promote food tourism. Also, current tourism marketing has to feature ancient Egyptian food as an important part of the Egyptian tourism experience. It is also recommended that the ancient Egyptian menus should be provided at affordable or reasonable prices. Last but not least, service providers are recommended to promote the ancient Egyptian foods as a part of integrated tourism package or experience that involves ancient Egyptian tourism and hospitality services, especially promotion using social media, which has a great impact on tourists' conviction to add heritage foods to food menus to stimulate the pattern of food tourism.

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## توظيف أغذية الأعياد المصرية القديمة في قوائم الطعام بالفنادق المصرية وتأثيره في تنشيط سياحة الطعام

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المعلومات المقالة	المخلص
<b>الكلمات المفتاحية</b> أغذية الأعياد القديمة؛ قوائم الطعام؛ مصر القديمة؛ سياحة الطعام.	يعد الطعام المقدم للسائحين والقوائم الجيدة عاملاً مهماً في القدرة التنافسية للوجهة السياحية. فهناك مساهمة كبيرة للغذاء في زيادة إنفاق السائحين. وتعتبر العلاقة بين الغذاء والثقافة المحلية أحد أهم اساليب تعزيز التراث الثقافي وذلك من خلال تشجيع سياحة الغذاء في المقصد السياحي. وقد انقسمت أهداف البحث الى شقين. حيث كان الهدف الأول هو تقييم مدى موافقة السائحين على توظيف أطعمة الأعياد المصرية القديمة في قوائم الطعام المعروضة بالفنادق المصرية. اما الهدف الثاني فهو استكشاف تأثير إضافة أطعمة الأعياد المصرية إلى قوائم الطعام المعروضة في الفنادق المصرية على ترويج السياحة الغذائية في الوجهة السياحية المصرية. وقد اعتمد البحث المنهج الكمي من خلال استخدام الاستبيان كأداة لجمع بيانات الدراسة والذي تم توزيعه على عينة من السياح الأجانب والمصريين في مدينة الأقصر لفهم تصوراتهم وقناعاتهم حول إدراج أطعمة الأعياد المصرية القديمة في قوائم الفنادق المصرية وأثرها على تنشيط السياحة الغذائية. وقد كشفت نتائج البحث عن ضعف مستوى الترويج للسياحة الغذائية في المنشآت السياحية والفندقية المصرية. علاوة على ذلك، وضحت نتائج الدراسة أهمية الترويج لأطعمة الأعياد المصرية في قوائم الفنادق المصرية باستخدام وسائل التواصل الاجتماعي والتي لها تأثير كبير على قناة السائحين بإضافة الأطعمة التراثية إلى قوائم الطعام. وأظهرت النتائج أيضاً أنه كلما زادت قيمة الزيارة لدى السائحين، زاد ميولهم نحو الأطعمة التراثية وإقبالهم على سياحة الطعام في الوجهة السياحية المصرية.