



The Effect of Tourism and Hotel Activity on the Employees' Identity

Hany Kozmal1

*Hotel Studies Department,
Higher Institute for Tourism and
Hotels, Luxor (EGOTH), Egypt*

Mahmoud Mohammed Saleh

*Hotel Studies Department,
Higher Institute for Tourism and
Hotels, Luxor (EGOTH), Egypt*

Salama Ammar

*Tourism Studies Department,
Higher Institute for Tourism and
Hotels, Luxor (EGOTH), Egypt*

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ABSTRACT

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The aim of the present study is to examine the effect of tourism and hotel activity on the employees' identity. The aim of which is to answer the implications of these variables, as they are important topics that need a convergence of views among the academic lecturers and experts of tourism and hospitality, and then test possible implementation in the Egyptian environment, which will be formed by the hotels and tourism companies in Hurghada. The questionnaire is the method used to collect the opinions of the guests in a sample of the 12 five-star hotels and 10 tourism companies same hotels sample in Hurghada. The target population for this study was the guests. The study was conducted from December 2020 to April 2021.. about the subject of the study. The study concluded with a set of theoretical and practical conclusions that identified the response of the tourism and hotel activity and its effect on improving the employees' identity of tourism destination and hospitality services from the guests' point of view. The most important recommendations are: Work to establish an identity in the field of tourism and hotels in order to avoid negative social effect. Inclusion of tourism and hotel activities with the identity of the Egyptian community in the tourism and hotel programs is mandatory Urging adherence to the religious and societal values of the Egyptian destination is mandatory. Designing brochures with illustrations to highlight the identity of the community, its customs and traditions, to be distributed to tourists. The necessity of urging adherence to the religious and societal values of the Egyptian tourist destination.

Introduction

Tourism is one of the world's largest economic sectors which relates to the activity of travelers outside their usual environs less than one year and includes services for lodging, eating, entertainment, leisure, and transport (Government of Ireland, 2020). The development of tourism and hotel activity on the employees' identity relies greatly on some factors, in which the good preparation of the guests on the sectors of tourism and hospitality (Ceylan et al., 2020).

Tourism and hotel activity is a basic and most required human activity it is become one of the crucial concerns. Tourism and hotel activity is a genuinely powerful and unique force for change in the community (Lakhawat et al., 2014; Ceylan et al., 2020).

Word “identity“ is derived from Latin „Idem“-means the same. Identity is the characteristics determining who or what a person or thing is. Identity is the set of attitudes, characteristics and spiritual of a person which is distinct one from another. In the meantime, one’s identity style is one of the variables that affect the meaning of life and can play an important role in the positive outlook of life. It is not easy to provide a detailed and comprehensive definition of the identity. One of the major tasks of human development is the process of identity formation, which is linked with its help to the past and feels consistent and integrated (Ghazanfaria et al., 2018).

Studying the effect of tourism and hotel activity on the employees’ identity still remains under researched particularly within the setting of identities and the modern tourism and hotel (Forgeard, 2016; Thoits, 2016; Santuzzi and Waltz, 2016).

Analysis presented here specifically focuses on studying the effect of tourism and hotel activity on the employees’ identity. Moreover, Identities and employees experiences within tourism and hotel, therefore providing expedient insight into this crucial interface.

Literature Review

In this section, the study highlights some concepts like, Tourism and hotel activity, Identity, Employees’ identity, the effect of tourism and hotel activity on the employees’ identity.

Tourism and hotel activity

Tourism is a cultural, social and economic phenomenon which entails the movement of people to countries outside their usual environment for personal or business/professional purposes (United Nations Statistics Division, 2010). Tourism and hotel activity can be a power for good in our world, support protecting our planet and celebrating what makes us human: from determining new cultures to connecting with new experiences (World Tourism Organization “UNWTO”, 2021).

Tourism relates to the activity of travelers outside their usual environments less than one year and includes services for lodging, entertainment, leisure, and transport (Government of Ireland, 2020). Tourism and hotel activity is a social, cultural and economic phenomenon which involves the movement of tourist to countries or places outside their usual environment (The Newsletter of the Interagency Task Force on Statistics of International Trade in Services “TFSITS”, 2010).

Components of Tourism and hotel activity such as: [1] Transportation such as: rail Transport, sea transport, road transport and air transport.[2] Accommodation such as: A hotel can be defined as an establishment whose primary purpose is to provide accommodation, Resort, Timeshare Hotels, Condominium Hotel, Supplementary Accommodation. They are located primarily Lodges, [3] Food & Beverage such as: Bars, Pubs, Take Away Counters, Kiosks, and Vending Machines. [4] Attractions:

The destination may offer natural attractions. The locale with its attractions and amenities, are the most important as these are the very basics to tourism divided into man-made resources, attractions and natural resources. [5] Information Technology such as: Telephone, Internet. [6] Activities such as: Shopping, Business Trips, Fairs Festivals, Trade Fairs, Recreation Sports, Study Trips, Cultural Events, Seasonal Festivals, Entertainment Shows, Shopping. [7] Essential Services such as: Health Facilities, Safety and Security, Water Supply, Electricity Supply, Sewage provision, and Garbage Disposable (Lakhawat et al., 2014; Jammaers et al., 2016; Ceylan et al., 2020).

Identity: The meanings of “identity” refers to either: (a) a social classification, defined by membership rules and expected behaviors or (alleged) characteristic attributes, or (b) socially distinguishing features that a person takes a special pride in or views as unchangeable but socially significant (or (a) and (b) at once (Renner et al., 2019). Personal identity: Name, Age, Tall, Weight, Appearance and Characteristics; “Identity” is formulation of pride, self-esteem, or honor that indirectly links these to social classifications (Forgeard, 2016; Thoits, 2016). In addition to better understand how tourism and hotel activity can help employees’ identity.

Identities are relatively stable, role-specific understandings and expectations about self (Rahimnia and Farkhani, 2011). Moreover, name, address, place and date of birth, school, class, parent’s names, and blood type, hobby, and E-mail address (Denissen, 2010; Shih, 2013).

Identity is the beliefs, abilities, personality, expressions that make a person (Paul, 2015). Identity “refers to the ways in which individuals and collectivities are distinguished in their social relations with other individuals and collectivities”. “National identity describes that condition in which a mass of people have made the same identification with national symbols – have internalized the symbols of the nation (Ceylan et al., 2020).

A person's identity is defined as the totality of one's self-construal, in which how one construes oneself in the present expresses the continuity between how one construes oneself as one was in the past and how one construes oneself as one aspires to be in the future; this allows for definitions of aspects of identity (Musson and Duberley, 2007; Knights and Clarke, 2014).

The identity is who you are, the way you are viewed by the world, the characteristics that define you, the way you think about yourself (Ariana, 2012; Beyrami and etl, 2016). Another example of identity is the traditional characteristics of an Egyptian or more specifically an Egyptian tourism and hospitality employees (Berzonsky and Kuk, 2000; Amirkhni and Aghaz, 2011). Identity is people’s concepts of who they are, of what sort of people they are, and how they relate to others (Renner et al., 2019). Identity is used to describe the way individuals and groups’ ethnicity, religion, language, and culture (Saliani and Eslami 2016).

Employees’ identity has been formed with the tourism and hotel activity in the logic and dynamic process has both forms of identity (employees and tourism and hotel activity (Khazai et al., 2017; Renner et al., 2019).

“Social identities are sets of meanings that an actor attributes to it while taking the perspective of others, that is, as a social object [Social identities are] at once cognitive schemas that enable an actor to determine ‘who I am/we are’ in a situation and positions in a social role structure of shared understandings and expectations”. Identity is a process, is split, is considered as the relationship of the other to oneself” (Santuzzi and Waltz, 2016).

Employees’ identity: The identity styles proposed are presented as social cognitive styles in general. It discusses the process that employees could deal with to build and correct their identity or avoid it. Based on this theory, three information processing styles have been determined as follows : [1] Informative identity style: In the information identity style, person searches for information, skeptical about the concepts about him and process and evaluate information before decision making. Employees with information identity style activity and consciously search for information and assess them and then use appropriate information (Beyrami & etl, 2016) .[2] Normative identity style: Respect to identity issues and decisions, individuals with normative identity engage in conformity with the expectations and orders of important people and reference groups. They automatically accept and internalize values and beliefs without conscious assessment. They have little patience to face new situations and have a great need to close their structure. In the sense of normative identity style, the individual accepts the values of authority. Individuals with this style are inflexible and have certain work and training goals that are controlled out of the outside of tourism and hotel activity (Beyrami and etl, 2016). [3] Diffuse identity style: typically using inadequate decision making strategies such as avoidance, excuses and reasoning.in decision making situation, they typically have a sense of fear and anxiety prior to making decisions on tourism and hotel activity. Diffuse identity style had no relation with components of organizational commitment (Ghazanfaria et al., 2018).

Paradoxically, although identity within organizations has been explored critically in a variety of respects (Riach, 2007; Rumens and Kerfoot, 2009; Ainsworth and Hardy 2009; Slay and Smith, 2011), slight thought has been shown to the identities of people with disabilities or long-term health conditions (Thomas, 2009; Hardy and Thomas, 2013; Foster and Wass, 2013).

Tourism and hotel institutional culture conveys can effect of employees’ identity time upon the interaction (Delanty, 2008; Mollis, 2008; Ferrando et al., 2017). Deems components of the tourism and hotel activity can improve ethical behaviors in order to affect its part in improving the performance of employee (Saliani and Eslami, 2016).

The effect of tourism and hotel activity on the employees’ identity: Tourism and hotel activity as a status symbol has been diluted and represents other aspects of the social identity (Ferrando et al., 2017; Upadhyay, 2019). There is a significant relationship between tourism and hotel activity corporate reputation and healthy human relations (Shafer, 2013).

There is statistical significance between the dimensions of ethical climate including interest and enthusiasm of employees, collective attitude and participation in work with tourism and hotel activity corporate identity (Gray, 2006; Holzinger, 2007; Edwards, 2007; Valackiene, 2009; Zani et al., 2017).

Tourism and hotel activity employees' identity is a case of social identity. Tourism and hotel employees' identity is considered a competitive advantage on Tourism and hotel activity identity is influenced by the perceived external behaviors (Khazai et al., 2017). Tourism and hotel activity identity affects first on employees' identity, behavior and the tourism and hotel employees' identity (Karimi, 2015).

Today, one of the most challenging topics of tourism and hotel activity is the discussion of the identity of the tourism and hotel activity (Renner et al., 2019).

Tourism and hotel activity is vital element of tourism and hospitality. Tourism and hotel activity business is the most central and enduring form the identity of the hotels and employees' identity (Rahimnia and Farkhani, 2011) tourism and hotel activity employees' identity refers to employees' experiences and their beliefs (Khazai et al., 2017).

Tourism and hotel activity employees reveal their identity for their audiences and send it, the vital factors affecting development the employees' identity are the external aspect of tourism and hotel business; media attention; foreign relation of tourism and hotels; Human Resource Management; senior management team; Domestic communications of tourism and hotels; and Operations of tourism and hotels (Khazai et al., 2017; Renner et al., 2019).

Tourism and hotel activity identity may encompass numerous characters, including company ethos, activities, location, quality, market position, geographical scope, tourism and hotel type, structure, process, and culture (Reade, 2001; Puusa, 2006). Tourism and hotel employees' identity is influenced by factors internal to tourism and hotel, such as employees' workplace experiences, and factors external to tourism and hotel organization, such as its image in the eye of external constituencies (oPruzan, 2001).

Ethical climate has a significant moderating role on the relationship between perceived tourism and hotel activity and employees' identity. Tourism and hotel performance will improve by got to trust between employees and managers, increase employees' identity, employee commitment and consequently following and adherence to ethical principles (Esfahani and Dehkordi, 2013; Grimwood et al., 2015).

Employees' identity is related with a lot of behaviors and attitudes and plays a vital role in behavioral norms of employees of tourism and hotel activity (Ghasemzadeh et al., 2014) employees' identity and is considered as a resource of formal acknowledgment, decision-making process, internal conflicts (Brown et al., 2010),

Tourism and hotel activity employees' identity is the concept of tourism and hotel activity commitment that is related to the employees' identity to the tourism and

hotels, a process through which the objectives of the tourism and hotel activity (integrated) (Brown, P. 4, 2013).

The level of tourism and hotel activity affect employees' identity is placed in the limit of less than average (Nazem, 2008; Khazai et al., 2017). The tourism and hotel activity should be created positive friendly relationships (Grimwood et al., 2015).

Quality of work life is affecting variables of tourism and hotel activity, including productivity, employees' identity, organizational health, mental health of employees, job satisfaction, and job balance (Esfahani and Dehkordi, 2013; Zani et al., 2017; Bryant, 2019).

Employees' identity is vitality required managing widely observable emotion in an outward facing job in which there is necessities of show, The employees' identity is the vigor required to demonstration identity in common (Ozcelik, 2013; Bryant, 2019). The relationship between tourism and hotel activity and the employees' identity will dictate the amount of emotional labor it takes to identity manage and, therefore, tourism and hotel activity (Ruggs et al., 2011; Lyons et al., 2018; Bryant, 2019).

Various tourism and hotel activity organization have different implications polices. Motivation positively influences tourism and hotel activity employees' organizational commitment that means motivated employee can be more committed to his/her tourism and hotel activity. This means that identity style cannot influence employee organizational commitment. Also, motivation can influence on two component of identity style. This means as employee be more motivated can be more informative or normative in his/her tourism and hotel (Kuvaas, 2006; Yiing and Ahmad, 2009; Ariani, 2012; Teufel and Nanay 2017; Ghazanfaria et al., 2018).

Materials and Methodology

Questionnaires provide an efficient way of collecting a large amount of data from a sizable population of tourists in Egypt in a highly economical way. The questionnaire consists of five sections. The references on which the study depended in constructing the form regarding the Tourism and Hotel activities were (Lakhawat et al., 2014; Jammaers et al., 2016; Ceylan et al., 2020). Moreover, the references on which the study depended in constructing the form regarding the Employees' Identity were Forgeard, 2016; Thoits, 2016; Khazai et al., 2017; Zani et al., 2017; Renner et al., 2019; Bryant, 2019).

Pilot study was conducted in this study during November 2020. The aim of the pilot study was to find out the effect of tourism and hotel activity on the employees' identity from the guest point of view. Questionnaire was reviewed by some academic to establish their relevance, clarity and to ease the understanding. Some alterations were suggested and then were implemented. Questionnaire was distributed to a sample of 12 five stars hotels in Hurghada to the respondents 'guests in who were asked to complete them. The research focuses on the destination of Hurghada because most of the hotels, employees and guests visit.

The study inquiry

How does tourism and hotel activity affect the employees’ identity?

This study was to investigate the relationships between tourism and hotel activity with employees’ identity in order to rank the effect of tourism and hotel activity on the employees’ identity.

Hypotheses

- There is a significant difference between hotels and travel agencies concerning their employees’ identity.
- There are significant differences between the employees’ identity aspects (Responsibility, Factors, Importance, and requirements) and the standard leve.
- There is a statistical positive correlation between the level of tourism and hotel activity and the level of employees’ identity characters.
- There is a statistical effect of tourism and hotel activities on employees’ identity characters (tourism and hotel activities affect employees’ identity characters.
- There is a statistical effect of employees’ identity factors on employees’ identity characters at tourism and hotel.
- There is a statistical effect of employees’ identity importance on employees’ identity characters at tourism and hotel activities
- There is a statistical effect of employees’ identity requirements on employees’ identity characters at tourism and hotel.

Conceptual framework

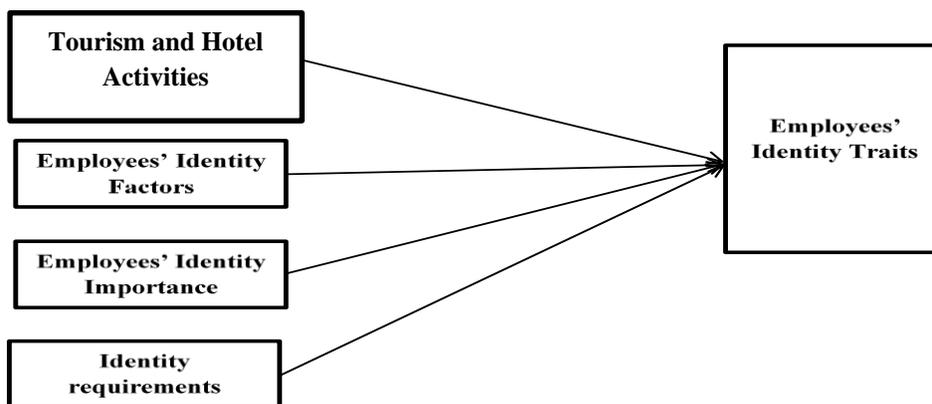


Fig.1. Conceptual framework

Sample Size

Table 1

Sample Size

σ^2	Z	e	Levene's Statistic	Levene's Sig.
0.065	1.96	0.05	3.01	0.087

Table (1) indicated that Levene's coefficient is not significant, where Sig value =0.087. The homogeneity of variables derived for research samples is assessed using Levene's coefficient. The acquired equal variances in samples are likely to have

occurred based on random sampling from a population with equal variances if the resulting p-value of Levene's test is greater than some significance threshold (the researchers used 0.05 significance level) (Nodstokke and Zumbo, 2010). The researchers calculated the research sample size using Cochran's sample size calculation (Shkeeb, p., 2014):

$$n = \frac{Z^2 \sigma^2}{e^2}$$

Where:

σ^2 : Variance of community Z : Standard degree e : Maximum allowed error

The researchers computed a reasonable sample size for this study using the previous method and table (1), with the maximum allowable error (e) of 0.05, which is adequate for discrete data (Shkeeb, p., 2014), standard degree (Z) of 1.96, and sample variance (σ^2) of 0.065. When these values are entered into Cochran's calculation, the optimal sample size for this study is 100 participants. A total of 130 questionnaire forms were distributed to participants of 150, only 120 participants positively shared the questionnaire, among 120 received questionnaires, and only 100 questionnaires were valid and complete. The gathered data was checked, coded, entered into SPSS 25 for analysis.

A sample from tourism companies as well as five - star hotels in Hurghada were chosen to carry out the current research.

The study **target** sample was 12 five - star hotels and **10 tourism companies in the same hotels sample** in Hurghada which were chosen to carry out the current research.

The field study accomplished through survey by personal visits, phone calls, social media networks, and emails. The target population for this study was the guests. The study was conducted from December 2020 to April 2021. The optimal sample size for this study is 100 participants. A total of 130 questionnaire forms were distributed to participants of 150, only 120 participants positively shared the questionnaire, among 120 received questionnaires, and only 100 questionnaires were valid and complete. The gathered data was checked, coded, entered into SPSS 25 for analysis.

Reliability Analysis

Table 2
Reliability analysis of the research variables

The Axis	No. of statements	Alpha Coefficient
Tourism and Hotel activities	7	0.819
Employees' Identity Factors	5	0.9
Employees' Identity Characters	6	0.75
Employees' Identity Importance	14	0.8
Identity Requirements	10	0.74

Table (2) shows that each item has a Cronbach's Alpha greater than 0.7, indicating that all items are legitimate (Henson, 2001).

Sample characteristic

Table 3
Sample characteristic

Variable		No.	Percentage
Gender	Male	82	82%
	Female	18	18%
Age	Less than 20 years	0	0%
	From 20 years to less than 35 years	60	60%
	From 35 years to less than 45 years	25	25%
	More than 45	15	15%
Sector	Hotel employees	55	55%
	Travel agencies employees	45	45%
Education	Master's degree or PhD	0	0%
	University degree	73	73%
	Highschool	6	6%
	Middle Certification	21	21%
	Another	0	0%

The survey results revealed that most of the respondents 82 percent of the sample were males, with the majority of the sample (60 percent) being between the ages of 20 and 35, and 73 percent having a university degree for education.

Descriptive Statistics

Table 4
Descriptive Statistics for study variables

The Axis	Mean	95% Confidence Interval for Mean*	Sig.
Tourism and Hotel activities	3.48	3.38 – 3.59	0.000
Employees’ Identity Factors	3.43	3.3 – 3.5	0.000
Employees’ Identity Characters	3.45	3.34 – 3.56	0.000
Employees’ Identity Importance	3.46	3.36 – 3.65	0.000
Identity Requirements	3.5	3.38 – 3.62	0.000

*95% Confidence Interval for Mean of the study population = $\bar{X} \mp t_{0.025,55} * Std.Error$

As shown in table 4. The 95 percent confidence interval for the mean of " Tourism and hotel activities " is between 3.38 as a lower bound and 3.59 as a higher pound, and the 95 percent confidence interval for the mean of " Employees' Identity Factors" is between 3.3 as a lower bound and 3.5 as a higher pound, 95% confidence interval for mean of " Employees’ Identity Characters " is between 3.34 as a lower bound and 3.56 as a higher pound , 95% confidence interval for mean of " Employees’ Identity Importance " is between 3.36 as a lower bound and 3.65 as a higher pound, and 95% confidence interval for mean of " Identity Requirements" is between 3.38 as a lower bound and 3.62 as a higher pound. One-Sample T-test was used (with test value, 4), which was chosen because it was an appropriate value that alluded to a degree of "agreement." In this case, the null hypothesis was not accepted. Since the p-values for

five variables were all smaller than .05. To put it another way, there are major differences between the identity aspects level (Responsibility, Factors, Importance, and requirements) and the standard level. As a result of this finding, the research's second hypothesis was supported.

To compare the point of view of hotels and travel agencies concerning their employees' identity, an independent sample t-test was applied as showed in table (5)

Table 5

Differences between the hotels and travel agencies concerning their employees' identity

Variable	Group	Levene's Test		t-test for Equality of Means	
		F	Sig.	t	Sig.
Employees' Identity	- Hotels - Travel agencies	0.349	.556	0.684	.496

The results of table (5) shows that there is no significant difference between hotels and travel agencies overview concerning their employees' identity where Levene's Sig. is (0.556) and t-test Sig. is (0.496). In light of this finding, one might conclude that the level of identity of tourism employees appears to be similar, regardless of whether they work in hotels or travel agencies.

Study variables analysis

Tourism and hotel activities

Table 6

Factor analysis of the tourism and hotel activities

Statements	Loadings
Transportation such as: rail Transport, sea transport, road transport and air transport.	0.7
Accommodation such as: A hotel can be defined as an establishment whose primary purpose is to provide accommodation, Resort, Timeshare Hotels, Condominium Hotel, Supplementary Accommodation, Lodges,	0.67
Food & Beverage such as: Bars, Pubs, Take Away Counters, Kiosks, and Vending Machines.	0.74
Attractions: The destination may offer natural attractions like natural scenic	0.63
Information Technology such as: Telephone, Internet.	0.68
Activities such as: Shopping, History and Cultural Significance, Business Trips, Fairs Festivals, Trade Fairs, Recreation Sports, Study Trips, Cultural Events, Seasonal Festivals, Entertainment Shows, Shopping.	0.83
Essential Services such as: Health Facilities, Safety and Security, Water Supply, Electricity Supply, Sewage provision, and Garbage Disposal.	0.307
Extraction Sums of Squared Loadings	66.3%

Table (6) shows a factor analysis that was used to try to find key variables or factors that could explain the pattern of correlations within a set of observable variables. The statistical loading should be at least 0.6. (Fabrigar et al., 1999). According to Table 6, only six elements with a value greater than (0.6) on one factor explained 66.3% of the variation in the primary variable. Only one variable had a value of less than (0.6), so the researchers removed it. These results agreed with Lakhawat et al., 2014; Jammaers et al., 2016; Ceylan et al., 2020).

Table 7

Statistics for the tourism and hotel activities

Statements	M	SD	Rank	Sig.
Transportation such as: rail Transport, sea transport, road transport and air transport.	3.26	1.43	4	0.000
Accommodation such as: A hotel can be defined as an establishment whose primary purpose is to provide accommodation, Resort, Timeshare Hotels, Condominium Hotel, Supplementary Accommodation, Lodges,	3.52	1.21	3	0.000
Food & Beverage such as: Bars, Pubs, Take Away Counters, Kiosks, and Vending Machines.	2.93	1.42	6	0.000
Attractions: The destination may offer natural attractions like natural scenic	3.18	1.28	5	0.000
Information Technology such as: Telephone, Internet.	3.88	1.01	1	0.237
Activities such as: Shopping, History and Cultural Significance, Business Trips, Fairs Festivals, Trade Fairs, Recreation Sports, Study Trips, Cultural Events, Seasonal Festivals, Entertainment Shows, Shopping.	3.65	1.44	2	0.017
Overall variable	3.48	0.518		0.000

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

Table (7) showed that the total mean of the above factors was (3.48) and the standard deviation of means values was (0.518), indicating that hotels and travel agencies had a low level of activity. The most successful item was "Information Technology such as Telephone, Internet," which had a mean of 3.88, a standard deviation of 1.01, and a p-value of 0.237, this indicates that there are no significant differences between this variable and the test value (4); nonetheless, hotels and travel agencies employ a high level of information technology. The least effective variable, on the other hand, was " Food & Beverage such as: Bars, Pubs, Take Away Counters, Kiosks, and Vending Machines" with a mean value of 2.93 and standard deviation of 1.42. The overall mean of the above variables was (3.48), the standard deviation of means values was (0.518) and p-value of one-sample T-test was (0.000) which indicated that there are significant differences between the level of Food & Beverage activities at hotels and

travel agencies and the test value (4), this suggests a lack of these activities in hotels and travel agencies. This result corroborates the findings of table No. 4.

Employees' Identity Factors

Table 8

Factor analysis of the employees' identity factors at hotels and travel agencies

Statements	Loadings
Workplace experiences effect of tourism and hotel activity and employees' identity.	0.69
Factors external to tourism and hotel effect of tourism and hotel activity and the employees' identity	0.63
Tourism and hotel activity business reputation and tourism and hotel activity affect employees' identity	0.61
Ethical climate in tourism and hotel does influence the business reputation on employees' identity	0.73
Innovation and creativity improve employees' identity	0.63
Extraction Sums of Squared Loadings	60%

Table 8 shows that when all eight variables were included, the significant factor's variance was explained by 60 percent.

Table (9)

Statistics for the employees' identity factors at hotels and travel agencies.

Statements	M.	SD	Rank	Sig.
Workplace experiences effect of tourism and hotel activity and employees' identity.	3.22	1.39	4	0.000
Factors external to tourism and hotel effect of tourism and hotel activity and the employees' identity	3.33	0.87	3	0.000
Tourism and hotel activity business reputation and tourism and hotel activity affect employees' identity	3.14	1.19	5	0.000
Ethical climate in tourism and hotel does influence the business reputation on employees' identity	3.44	1.11	2	0.000
Innovation and creativity improve employees' identity	4.04	1.03	1	0.7
Overall variable	3.43	0.62		0.000

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

The p-value of the one-sample T-test was for overall variable (0.000), indicating that there was significant differences between the employees' identity factors and the test value (Table 9). In other words, at hotels and travel agencies, there is a low level of employee identity factors. "Innovation and creativity of employees to be provided appropriate fields improve employees' identity" was the most effective variable, with a mean value of (4.04) and a standard deviation of (1.03). P-value of the one-sample

T-test was (0.7); this indicates that there are no significant differences between this variable and the test value (4). Consequently, hotels and travel agencies employ a high level of innovation and creativity of employees. On the other hand, the least effective variable was “Tourism and hotel activity business reputation and tourism and hotel activity affect employees’ identity”, where the mean value was (3.14) and standard deviation was (1.19).

Employees’ Identity Characters

Table 10

Factor analysis of the employees’ identity characters at hotels and travel agencies

Statements	Loadings
Tourism and hotel activity identity may include Hotel ethos and activities.	0.669
Tourism and hotel activity identity, including “quality, and market position.	0.61
Tourism and hotel activity identity may encompass numerous characters , including “location, geographical scope, tourism and hotel type ”	0.751
Tourism and hotel activity identity may encompass numerous characters , including “structure, process, and culture ”	0.624
Tourism and hotel activity identity may encompass numerous characters , including “tourism and hotel type and structure ”	0.784
Tourism and hotel activity identity may encompass numerous characters , including “company and hotel process, and culture”	0.697
Extraction Sums of Squared Loadings	68.75%

Table (10) indicated that all seven elements were loaded on one factor explained 68.75% of the variation in the primary variable.

Table 11

Statistics for the employees’ identity characters at hotels and travel agencies.

Statements	M.	SD	Rank	Sig.
Tourism and hotel activity identity may include “Hotel ethos and activities.	3.15	1.20	6	0.000
Tourism and hotel activity identity including “quality, and market position.	3.19	1.17	5	0.000
Tourism and hotel activity identity may encompass numerous characters, including “location, geographical scope, tourism and hotel type”	3.56	1.11	3	0.000
Tourism and hotel activity identity may encompass numerous characters, including “structure, process, and culture”	3.79	1.09	2	0.058
Tourism and hotel activity identity may encompass numerous characters, including “tourism and hotel type and structure”	3.21	1.19	4	0.000
Tourism and hotel activity identity may encompass numerous characters, including “company and hotel process, and culture”	3.82	0.97	1	0.066
Overall variable	3.45	0.56		0.000

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

The p-value of the one-sample T-test for overall variable was (0.000), indicating that there were significant differences between the employees' identity characters and the test value (Table 11). In other words, at hotels and travel agencies, there is a lack of employee identity characters. "Tourism and hotel activity identity may encompass numerous characters, including "company and hotel process, and culture" was the most effective variable, with a mean value of (3.82) and a standard deviation of (0.97). P-value of the one-sample T-test was (0.066); this indicates that there are no significant differences between this variable and the test value (4). On the other hand, the least effective variable was "Tourism and hotel activity identity may encompass numerous characters, including "Hotel ethos and activities", where the mean value was (3.15) and standard deviation was (1.20). These results agreed with (Forgeard, 2016; Thoits, 2016; Khazai et al., 2017; Zani et al., 2017; Renner et al., 2019; Bryant, 2019).

Employees' Identity Importance

Table 12

Factor analysis of the employees' identity importance at hotels and travel agencies

Statements	Loadings
Tourism and hotel activity employees' identity affecting organizational commitment	0.79
The tourism and hotel activity employees' identity affecting job satisfaction, job performance ,	0.73
The tourism and hotel activity employees' identity affecting social responsibility, quality of working life	0.66
The tourism and hotel activity employees' identity affecting organizational silence and external factors	0.46
Tourism and hotel activity employees' identity affecting Organizational justice.	0.62
Improve employees' identity such as: Specify organizational goals improve employees' identity	0.78
Responsibilities and organizational authorities improve employees' identity	0.76
Tourism and hotel activity affecting Innovation and creativity	0.78
Tourism and hotel activity affecting Increasing participation and teamwork improve employees' identity	0.62
Job satisfaction affecting tourism and hotel activity and employees' identity	0.75
Job balance affecting tourism and hotel activity and employees' identity	0.75
The tourism and hotel workplace have ability to predict tourism and hotel the employees' identity	0.62
The identity for the employees is a quality.	0.78
Tourism and hotel activity identity is influenced by the perceived external behaviors.	0.78
Extraction Sums of Squared Loadings	72.35%

According to Table 12, thirteen elements with a value greater than (0.6) on one factor explained 72.35% of the variation in the primary variable. Only one variable had a value of less than (0.6), so the researchers removed it.

Table 13

Statistics for the employees' identity importance at hotels and travel agencies.

Statements	M.	SD	Rank	Sig.
Tourism and hotel activity employees' identity affecting organizational commitment	3.27	1.33	11	0.000
The tourism and hotel activity employees' identity affecting job satisfaction, job performance ,	3.50	1.11	6	0.000
The tourism and hotel activity employees' identity affecting social responsibility, quality of working life	3.55	0.93	3	0.000
Tourism and hotel activity employees' identity affecting Organizational justice.	3.54	1.05	4	0.000
Improve employees' identity such as: Specify organizational goals improve employees' identity	3.53	1.15	5	0.000
Responsibilities and organizational authorities improve employees' identity	3.72	1.11	1	0.000
Tourism and hotel activity affecting Innovation and creativity	3.59	1.04	2	0.013
Tourism and hotel activity affecting Increasing participation and teamwork improve employees' identity	3.45	1.21	7	0.000
Job satisfaction affecting tourism and hotel activity and employees' identity	3.40	1.13	9	0.000
Job balance affecting tourism and hotel activity and employees' identity	3.54	1.08	4	0.000
The tourism and hotel workplace have ability to predict tourism and hotel the employees' identity	3.44	1.06	8	0.000
The identity for the employees is a quality.	3.32	1.28	10	0.000
This tourism and hotel activity identity is affected by the perceived external behaviors.	3.11	1.30	12	0.000
Overall variable	3.45	0.52		0.000

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

The p-value of the one-sample T-test for overall variable was (0.000), indicating that there were significant differences between the employees' identity importance and the test value (Table 13). In other words, at hotels and travel agencies, there is a lack of employee identity importance. "Responsibilities and organizational authorities improve employees' identity" was the most effective variable, with a mean value of (3.72) and a standard deviation of (1.11). P-value of the one-sample T-test was (0.000); this indicates that there are significant differences between this variable and the test value (4). On the other hand, the least effective variable was "This tourism and hotel activity identity is influenced by the perceived external behaviors", where the mean value was (3.11) and standard deviation was (1.30).

Identity Requirements

Table 14

Factor analysis of the employees’ identity requirements at hotels and travel agencies

Statements	Loadings
Tourism and hotel activity need quality of work life	0.65
Tourism and hotel activity need to care of employees’ identity	0.60
Managers of tourism and hotel activity need to care of the balance of rights and benefits	0.83
Tourism and hotel activity need to be paid attend to create a safe and health work environment,	0.86
Tourism and hotel activity need to be paid attend attention to employees’ identity and employees’ health in the workplace	0.69
Tourism and hotel activity need to reduce the pressure in the workplace.	0.74
Tourism and hotel activity need to increase employees’ salaries and benefits.	.68
Tourism and hotel activity creating professional improvement and job security.	.72
Tourism and hotel activity need to care of a sense of responsibility respect for the law.	.60
Tourism and hotel activity need to care of compliance with the life conditions.	.76
Extraction sums of formed loadings	70.6

Table (14) indicated that all ten elements were loaded on one factor explained 70.6% of the variation in the primary variable.

Table 15

Statistics for the employees’ identity requirements at hotels and travel agencies.

Statements	M.	SD	Rank	Sig.
Tourism and hotel activity need to care of quality of work life	3.50	1.25	5	0.000
Tourism and hotel activity need to care of employees’ identity	3.21	1.07	8	0.000
Managers of tourism and hotel activity need to care of the balance of rights and benefits	3.58	1.31	2	0.002
Tourism and hotel activity need to be paid attend to create a safe and health work environment,	3.58	1.30	2	0.002
Tourism and hotel activity need to be paid attention to employees’ identity and employees’ health in the workplace	3.56	1.03	3	0.000
Tourism and hotel activity need to reduce the pressure in the workplace.	3.43	1.44	6	0.000
Tourism and hotel need to increase employees’ salaries and benefits.	3.53	1.12	4	0.013
Tourism and hotel activity creating r professional improvement and job security.	3.32	1.23	7	0.000
Tourism and hotel activity need to care of a sense of responsibility respect for the law.	3.53	0.98	4	0.000
Tourism and hotel activity need to care of compliance with the life conditions.	3.82	1.19	1	0.134
Overall variable	3.50	0.60		0.000

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

The p-value of the one-sample T-test for overall variable was (0.000), indicating that there were significant differences between the employees' identity requirements and the test value (Table 15). In other words, at hotels and travel agencies, there is a lack of employees' identity requirements. "Tourism and hotel activity need to care of compliance with the life conditions" was the most effective variable, with a mean value of (3.82) and a standard deviation of (1.19). P-value of the one-sample T-test was (0.143); this indicates that there are no significant differences between this variable and the test value (4). On the other hand, the least effective variable was "Tourism and hotel activity need to be paid more attention to employees' identity", where the mean value was (3.21) and standard deviation was (1.07). This result demonstrates the low level of interest in the identity of the employees at hotels and travel agencies. These results agreed with Nazem, 2008; Khazai et al., 2017.

To test the third hypothesis of the study that "there is a statistical positive correlation between the level of tourism and hotel activity and employees' identity characters ", Pearson correlation coefficient was tested as shown in tables (16):

Table 16

Correlation between the level of tourism and hotel activity and the level of employees' identity characters

	Variables	employees' identity characters
level of activity	Pearson Correlation	0.6**
	Sig. (2-tailed)	0.000
	N	100

**Correlation is significant at the 0.01 level (2-tailed).

From tables (16) the, (R) value (0.6) referred that there is a strong degree of correlation between the level of tourism and hotel activity and the level of employees' identity characters , this result coincided that the third hypothesis of the study is accepted. To test the fourth hypothesis of the research, beta regression coefficient was tested as shown in table (17) as follow:

Table 17

Linear regression coefficient for the influence of tourism and hotel activities on employees' identity characters

Model	R ²	Beta	t	Sig.
(Constant)	0.36	1.418	4.369	.000
Tourism and hotel activities		0.584	6.339	
a. Dependent variable: Employees' identity characters				

Table (17) shows that the coefficient of determination (R²) is (0.36), implying that tourist and hotel activities account for 36% of the variation in employee identity characters. Sig. value (0.000) is less than 0.05, implying that the fourth hypothesis of the study is accepted. The following equation may be extrapolated from the preceding findings to forecast the employees' identity characters from the tourist and hotel activities:

Equating 1

The influence of tourism and hotel activities on employees’ identity characters

Employees’ identity traits = 0.584 tourism and hotel activities +1.418

To test the H₅ of the research, linear regression was applied as shown in table (18) as follow:

Table 18

Linear regression coefficient for the influence of employees’ identity factors on employees’ identity characters at hotel and travel agencies

Model	R ²	Beta	t	Sig.
(Constant)	0.22	2	7.134	.000
Employees’ identity factors		0.423	5.271	
a. Dependent variable: Employees’ identity characters				

Table (18) shows that the coefficient of determination (R²) is (0.22), implying that employees’ identity factors account for 22% of the variation in employee identity characters. Sig. value (0.000) is less than 0.05, implying that the fifth hypothesis of the research is accepted. The following equation can be derived from the previous findings to predict the employees' identity characters from the employees’ identity factors at hotel and travel agencies:

Equating 2

The influence of employees’ identity factors on employees’ identity characters at hotel and travel agencies

Employees’ identity traits = 0.423 employees’ identity factors +2

To test the H₆ of the research, linear regression was applied as shown in table (19) as follow:

Table 19

Linear regression coefficient for the influence of employees’ identity importance on employees’ identity characters at hotel and travel agencies

Model	R ²	Beta	t	Sig.
(Constant)	0.45	0.969	3.454	0.000
Employees’ identity importance		0.719	8.95	
a. Dependent variable: Employees’ identity characters				

Table (19) shows that the coefficient of determination (R²) is (0.45), implying that employees’ identity importance account for 45% of the variation in employee identity characters. Sig. value (0.000) is less than 0.05, implying that the H₆ of the research is accepted. The following equation can be derived from the previous findings to predict the employees' identity characters from the employees’ identity importance at hotel and travel agencies:

Equating 3

The influence of employees’ identity importance on employees’ identity characters at hotel and travel agencies

$$\text{Employees' identity traits} = 0.719 \text{ employees' identity importance} + 0.969$$

To test the seventh hypotheses of the research, linear regression was applied as shown in table (20) as follow:

Table 20

Linear regression coefficient for the influence of employees’ identity requirements on employees’ identity characters at hotel and travel agencies

Model	R ²	Beta	t	Sig.
(Constant)	0.554	1.025	4.59	0.000
Employees’ identity requirements		0.693	11.03	
a. Dependent variable: Employees’ identity characters				

Table (20) shows that the coefficient of determination (R²) is (0.554), implying that employees’ identity requirements account for 55.4% of the variation in employee identity characters. Sig. value (0.000) is less than 0.05, implying that the H₇ of the research is accepted. The following equation can be derived from the previous findings to predict the employees' identity characters from the employees’ identity requirements at hotel and travel agencies:

Equating 4

The influence of employees’ identity requirements on employees’ identity characters at hotel and travel agencies

$$\text{Employees' identity traits} = 0.693 \text{ employees' identity requirements} + 1.025$$

Based on the prior outcomes, to show these influences, the diagram below can be made:

Research framework

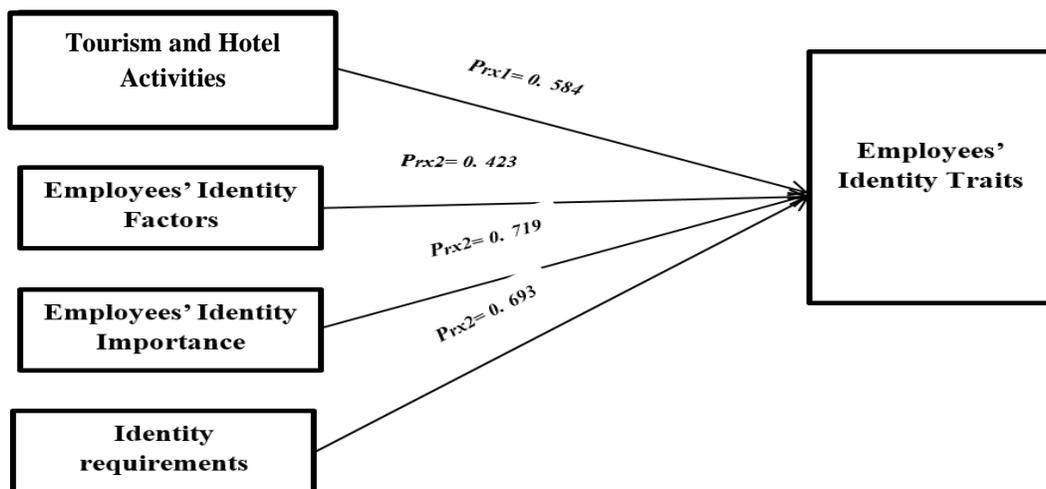


Fig.2. Research framework

Conclusion

The results showed that: There are major differences between the identity aspects level (Responsibility, Factors, Importance, and requirements). As a result of this finding, the research's second hypothesis was supported. There is no significant difference between hotels and travel agencies overview concerning their employees' identity where Levene's Sig. is (0.556) and t-test Sig. is (0.496). In light of this finding, one might conclude that the level of identity of tourism employees appears to be similar, regardless of whether they work in hotels or travel agencies.

Moreover, Hotels and travel agencies had a low level of activity. The most successful item was "Information Technology such as Telephone, Internet, this indicates that there are no significant differences between this variable and the test value; nonetheless, hotels and travel agencies employ a high level of information technology. The least effective variable, on the other hand, was " Food & Beverage such as: Bars, Pubs, Take Away Counters, Kiosks, and Vending Machines.

Furthermore, there is a lack of employee identity characters. "Tourism and hotel activity identity may encompass numerous characters, including "company and hotel process, and culture" was the most effective variable; this indicates that there are no significant differences between this variable and the test value. On the other hand, the least effective variable was "Tourism and hotel activity identity may encompass numerous characters, including "Hotel ethos and activities". At hotels and travel agencies, there is a lack of employee identity importance. "Responsibilities and organizational authorities improve employees' identity" was the most effective variable; this indicates that there are significant differences between this variable and the test value. On the other hand, the least effective variable was "This tourism and hotel activity identity is influenced by the perceived external behaviors".

Additionally, at hotels and travel agencies, there is a lack of employees' identity requirements. "Tourism and hotel activity need to be paid more attention to compliance with the life conditions" was the most effective variable, this indicates that there are no significant differences between this variable and the test value. On the other hand, the least effective variable was "Tourism and hotel activity need to be paid more attention to employees' identity". This result demonstrates the low level of interest in the identity of the employees at hotels and travel agencies. There is a strong degree of correlation between the level of tourism and hotel activity and the level of employees' identity characters.

Recommendations

Recommendations concerning the development of the effect of tourism and hotel activity on the employees' identity in Egypt:

1. Work to consolidate the employees' identity in the field of tourism and hotels in order to avoid negative social effects.
2. Inclusion of tourism and hotel activities with the identity of the Egyptian community in the tourism and hotel programs is mandatory.
3. Designing brochures with illustrations to highlight the identity of the community, its customs and traditions, and are distributed and distributed to tourists.

4. Urging adherence to the religious and societal values of the Egyptian destination is mandatory.
5. The interest in highlighting the values, identity and heritage of the Egyptian society through the sites of tourism revitalization.
6. Marketing the identity of the Egyptian society as a tourist attraction in international fairs and festivals.
7. Holding educational seminars on a continuous basis on the identity of society, under the auspices of the Ministry of Culture, in order to preserve the identity of the Egyptian society, including those working in the field of tourism and hospitality.
8. Establishment and development of culture houses within the Egyptian tourist destination, which consolidate the identity of Egypt among workers in the field of tourism and hotels.
9. Preserving the sustainability of tourist sites and maintaining their distinctive identity.
10. Work to create a unique tourism and hotel experience for the Egyptian community by focusing on the community's privacy of its identity, customs and authentic traditions.
11. Enhancing the tourism and hotel activity concept in Egypt.
12. Providing a legislative framework to organize the environment of the effect of tourism and hotel activity on the employees' identity.
13. Raising awareness towards the employees' identity as a vital trend in the Egyptian tourism and hotel activity.
14. Supporting the co-operation between tourism and hospitality organizations to put a set of criteria to manage the effect of tourism and hotel activity on the employees' identity.

Recommendations concerning maximizing the effect of tourism and hotel activity on the employees' identity in Egypt:

1. Continuous development for the effect of tourism and hotel activity on the employees' identity.
2. Keeping pace with technological changes is mandatory for employees' identity.
3. Promoting tourism and hotel activity is mandatory.
4. Changing the attitudes and views of the local population to the tourism and hotel activity.
5. Tourism and Hotel Activity need more care regarding employees' identity.

Future studies

The study focused on The Effect of Tourism and Hotel Activity on the Employees' Identity; this study suggests more studies towards the effect of tourism and hotel activity on the guest' identity. Future studies can be expanded to include other areas such as Luxor, Aswan, Cairo and Sharm El Sheikh. The study focus on hotels and tourism' companies future studies could focus on other categories of hospitality establishments and tourism services. Moreover, Could experiment the study model.

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أثر العمل بالنشاط السياحي والفندقي في هوية العاملين

سلامة عمار	محمود محمد صال	هاني قزمال
قسم الدراسات السياحية، المعهد العالي للسياحة والفنادق، ايجوث، الأقصر، مصر	قسم الدراسات الفندقية، المعهد العالي للسياحة والفنادق، ايجوث، الأقصر، مصر	قسم الدراسات الفندقية، المعهد العالي للسياحة والفنادق، ايجوث، الأقصر، مصر

المخلص	معلومات المقالة
الهدف من هذه الدراسة هو فحص تأثير السياحة والنشاط الفندقي في هوية الموظفين. والهدف منها أيضا الإجابة على مضامين هذه المتغيرات، فهي موضوعات مهمة تحتاج إلى تقارب في وجهات النظر بين المحاضرين الأكاديميين وخبراء السياحة والفندقة، ثم اختبار إمكانية التنفيذ في بعض الفنادق وشركات السياحة بالغرقة. الاستبيان هو الطريقة المستخدمة لجمع آراء الضيوف من عينة قدرها 12 فندقاً من فئة الخمس نجوم و10 شركات سياحية في الغرقة. أجريت الدراسة من ديسمبر 2020 إلى أبريل 2021. واختتمت الدراسة بمجموعة من الاستنتاجات النظرية والعملية التي حددت مدى استجابة النشاط السياحي والفندقي وأثره في تحسين هوية الموظفين للوجهة السياحية وخدمات الضيافة من وجهة نظر الضيوف. وتمثلت أهم التوصيات في ضرورة العمل على تأصيل هوية العاملين في مجال السياحة والفنادق تقادياً للأثار الاجتماعية السلبية، إدراج الأنشطة السياحية والفندقية مع هوية المجتمع المصري في برامج السياحة والفندقة وتشجيع الالتزام بالقيم الدينية والمجتمعية للوجهة المصرية، كذلك تصميم كتيبات مزودة بالصور التوضيحية لإبراز هوية المجتمع وعاداته وتقاليده يتم توزيعها على السائحين. وضرورة الحث على التمسك بالقيم الدينية والمجتمعية للمقصد السياحي المصري.	الكلمات المفتاحية الهوية؛ هوية الموظفين؛ السياحة والضيافة؛ النشاط الفندقي.
	(JAAUTH) المجلد 22، العدد 1، (يونيو 2022)، ص 153-179.