

Pros and cons of domestic customer from the view point of hoteliers in Egypt

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Abstract

The objective of the research is to know Pros and cons of domestic customer from the perspectives of hoteliers. The first stage includes developing a manager's questionnaire for a sample of eighteen resort hotels in Hurghada and Sharm El Sheikh. The second stage includes interviewing ten experts in the tourism field. The results indicated that the majority of hotel managers encourage domestic tourism. On the other hand, hotel managers prefer to serve foreigners than Egyptian customers due to that the behavior and attitude of Egyptian customers are not acceptable. The research presented relevant recommendations the most important of which is the need to activate an intensive advertising campaign by the Ministry of Tourism for enhancing Egyptian customers' behavior concerning how to deal with the hotel facilities and to maintain them.

Keywords: Egyptian customers, domestic tourism, customer attitude/behavior, customer

Introduction

In any hospitality organization, there are wide varieties of customers' behaviors. Some of these behaviors may be positive and others may be negative and may destroy a productive work environment. Negative behaviors can generate stress, inflame minor illnesses and even cause depression among employees. The threat is that these negative behaviors are epidemic and spread to others like the flu, which is costly to the hotel's productivity and eventually takes its toll on employees' health and performance (Gwinner et al., 1998).

Rao and Suresh (2007) pointed out that, the benefits of domestic tourism are: preserving the dipping into industry during the tourist market and mitigating many negative threats to the industry, continuing demand for tourism when there are seasonal variations in international tourism, keeping foreign exchange by encouraging locals to see their own country rather than travelling abroad, enlarging investment from richer to poorer areas in addition to enabling local people to benefit from government investment in tourism infrastructure and Protecting the occupancy of accommodation and other hospitality services as international tourists decline.

Review of Literature

Domestic tourism

Rogerson and Lisa (2005) illustrated that, tourism researchers have begun to discover the phenomenon of domestic tourism especially in developing countries. Researchers must focus more on domestic tourism to refresh economy especially during valley periods, to oppose the seasonality of international tourism arrivals.

Songorwa et al. (2005) mentioned that, domestic and regional tourists are important customers for self-employed sellers and owners of small establishments. Moreover, Mazimhaka (2006) mentioned that there is a great role of domestic tourism in increasing tourism investments and tourist expenditures, decreasing the rates of unemployment, developing natural areas like parks since they form a suitable recreation place for families, decreasing seasonality and enhancing social bonds through VFR (Visiting Friends and Relatives).

Again, Rao and Suresh (2007) enumerated the benefits of domestic tourism as follows:

- Preserving the industry during dips into the tourist market and mitigating many negative threats to the industry;
- Continuing demand for tourism when there are seasonal variations in international tourism;
- Keeping foreign exchange by encouraging locals to see their own country rather than travelling abroad;
- Enlarging investment from richer to poorer areas in addition to enabling local people to benefit from government investment in tourism infrastructure;
- Protecting the occupancy of accommodation and other hospitality services as international tourists decline.

Wu et al.. (2007) pointed out that development of domestic tourism in most countries relies upon three main factors, namely: [1] the growth of income [2] the increase of leisure time and [3] the structural adjustment of national economy. Similarly, Luong (2008) highlighted two reasons for increasing domestic tourism. Firstly, rapid growths of economics and thus, people have higher ability of payment. Secondly, employees get more vacations annually, this means that the leisure time would increase.

Customer behavior and attitude in Tourism industry

Bienstock and Demoranville (2006) stated that, the behavior and attitude of customers are based on the following factors: the cultural factors are one of the deepest and most widespread influences on the consumer and consist of are basic values, perception, wants, and behaviors that a person constantly comprehends in the society surrounding him. Beside the cultural factors, consumers' behaviors are changed also by social factors, which include consumers groups, family and status. Concerning psychological factors, there are four major psychological factors: motivation, perception, learning ability, as well as beliefs and attitudes. Finally, personal factors continue to need explanation; a consumer's decision is influenced by personal factors such as age and life-cycle stage, occupation, economic situation, lifestyle, and personality.

Ajzen (2005) mentioned that consumer behavior functions as a foundation for marketing enterprises. It is an essential part of understanding why people tend to choose a certain destination and what kind of factors that lay impact upon them. The decision process of buying tourism products or services takes time because they are mostly vague and there are several risks involved in the buying process: first, feeling the need for travel or travel desire, then information collection and evaluation image, travel decision, travel experience, and finally travel outcomes and destination evaluation.

The Egyptian customers who frequently visit the city of Sharm El Sheikh give the kiss of life in valley periods to the destination, but some Egyptian customers' behavior violates foreign tourists, as can be read clearly through their comments on specialized social media websites. One of the foreign customers' complaints about Egyptians is the loud voices while talking and being upset from their children screaming, and lack of respect Egyptian queues and the lines. (Hotel Personnel Association, 2003).

Sallah (2016) explored the fact that Egyptian customers' cost the hotel management twice that of the foreign customers. Additionally, it must also be taken into consideration that dissatisfaction of both the employees and management with Egyptian customers can be due to many reasons caused by Egyptians such as: being crowded on the open buffet, putting their wet clothes in the balconies and stuffing their bags with food from the buffet. Also, Egyptian customers are not committed to wearing the swimming clothes around on the beach but burkini gowns.

Methodology

A questionnaire and interviews were developed based on the relevant review of literature. The managers' questionnaire forms were distributed to a sample of managers who work in Hurghada and Sharm El Shiekh in eighteen resort hotels. For this purpose, 54 forms were distributed (three forms in each hotel). Only 35 forms from the answered forms were valid (64.8 %).

The interviews were carried out with ten experts to identify pros and cons of domestic customer from the perspectives of hoteliers. Moreover, the paper shows a comparison between Sharm El-sheikh and Hurghada hotels in terms of managers' answers about: encouraging domestic tourism, the most profitable customer, the reason for attracting Egyptian customers (Domestic Tourism) to accommodate in resort hotels, whom they prefer to serve, the behavior and attitude of Egyptian customers, launching a special training course, refreshing the hotels after the revolution of 2011 and working attributes with Egyptian customers. Mann-Whitney U test was used in order to find out if there is a significant difference between the two destinations.

Results and Discussion

1. Managers questionnaire Analysis

Question No.1: The Managers' answers concerning encouraging domestic tourism

Table (1): Managers' answers concerning encouraging domestic tourism.

Encouraging domestic tourism	Freq	%	Hotel regions	Mean scores	Std. Deviation	Mann-Whitney U test	Asymp. Sig. (2tailed)
No	16	45.7	Sharm	18.63	.505	140.000	.460
Yes	19	54.3	Hurghada	17.25			

It can be concluded from Table (1) that 54.3 % of the managers encourage domestic tourism and only 45.7 % do not. The Mann-Whitney U test revealed that no significant differences ($P < 0.05$) between Sharm El-sheikh and Hurghada resort. The results indicated that Sharm El Sheikh managers encourage domestic tourism than Hurghada managers with a higher mean rank score $M = (18.63)$.

Question No.2: The Managers' answers regarding the most profitable customer

Table 2: Managers' answers regarding the most profitable customer.

the most profitable customer	Freq	%	Hotel Regions	Mean scores	Std. Deviation	Mann-Whitney U test	Asymp. Sig. (2tailed)
Egyptian customers	16	14.3	Sharm	17.74	.355	147.000	.785
Foreign customers	19	85.7	Hurghada	18.31			

Table (2) presents that 85.7% of profit proportion comes from foreign customers and only 14.3 % from Egyptian customers. Therefore, the managers in both destinations prefer foreign customers': There are no significant differences ($P < 0.05$) between Sharm El-Sheikh and Hurghada managers in terms of this issue.

Question NO. (3): The managers' answers regarding the reason for attracting Egyptian customers (Domestic Tourism) to accommodate in resort hotels.

Table (3): Managers' answers concerning encouraging domestic tourism.

Managers' answers	Freq	%	Hotel regions	Mean scores	Std. Deviation	Mann-Whitney U test	Asymp. Sig. (2tailed)
Marketing hotels during valley periods and crisis	28	80	Sharm	17.29	.561	147.000	.785
Profitability	5	14.3	Hurghada	18.84			
Good segment	2	5.7					

Table (3) shows that 80% represents the reason behind marketing hotels during valley periods and crisis. Whereas, only 5.7% mentioned that it is a good segment. This means that the majority of managers attract Egyptian customers because of the valley periods and crisis like nowadays. The Mann-Whitney U test revealed no significant differences ($P < 0.05$) between Sharm El-sheikh managers and Hurghada managers regarding this issue. These findings are supported by Naidoo et al. (2011) who indicated that it is important to determine the marketing strategies that can be adopted by hotels in order to attract domestic customers.

Question NO. (4): Managers' answers regarding whom they prefer to serve**Table (4): Managers' answers regarding whom they prefer to serve**

Managers' answers	Freq	%	Hotel regions	Mean scores	Std. Deviation	Mann-Whitney U test	Asymp. Sig. (2tailed)
Arabs	9	25.7	Sharm	18.37	.873	145.000	.791
Egyptians	5	14.3	Hurghada	17.56			
Foreigners	21	60					

Table (4) shows that 60% of the managers prefer to serve foreigners, while Egyptians come last with a percentage of 14.3%. By asking the managers about the reasons of preferring foreigners to Egyptians they specified that foreigners and Arabs are friendlier and give tips more than Egyptians. The Mann-Whitney U test revealed no significant differences ($P < 0.05$) between Sharm El-sheikh and Hurghada managers.

Question NO. (5): Managers' answers about the behavior and attitude of Egyptian customers**Table (5): Managers' answers about the behavior and attitude of Egyptian customers**

The behavior and attitude of Egyptian customers	Freq	%	Hotel regions	Mean scores	Std. Deviation	Mann-Whitney U test	Asymp. Sig. (2tailed)
Not Acceptable	14	40.0	Sharm	16.29	.832	119.500	.252
Neutral	11	31.4	Hurghada	20.03			
Acceptable	10	28.6					

Table (5) indicates that 40% of the respondents feel that the behavior and attitude of Egyptian customers are not acceptable. Moreover, 28.6% stated that their attitude and behavior is acceptable. Furthermore, 31.4 % of them were neutral. This result confirms that most of the hotels managers do not prefer the behavior and attitude of most Egyptian customers. Also the results show that Hurghada respondents were the most consent with the attitude and behavior of Egyptians than Sharm El- Sheikh managers with a higher mean rank score of 20.03.

Question NO. (6): Managers' answers regarding launching training courses about Egyptian customers' needs**Table (6): Managers' answers in terms of launching a special training course on Egyptian customers' needs.**

Launching training courses	Freq	%	Hotel regions	Mean scores	Std. Deviation	Mann-Whitney U test	Asymp. Sig. (2tailed)
Yes	9	25.7	Sharm	17.89	.443	150.000	.930
No	26	74.3	Hurghada	18.12			

By examining the data tabulated in table (6), it becomes evident that 74.3% of the managers stated that they didn't need special training courses on Egyptian customers' needs, particularly they communicate with the customers' needs whatever their nationalities are, while 25.7% mentioned that they need to launch special training courses on Egyptian customers' needs. On the other hand, the majority of managers stated that they need training courses especially during recession to develop employees' performance regarding how to satisfy customers' needs generally regardless of nationality. The Mann-Whitney U test revealed no significant differences ($P < 0.05$) between Sharm El-sheikh and Hurghada resort hotels regarding launching training courses on Egyptian customers' needs. Hotel Managers should conducting training courses to their staff to satisfy all customers regardless their nationalities to satisfy them. In this concern, Reid and Bojanic (2006) stated that it is

important to study the customers' behavior through understanding their personality, perceptions, attitudes and needs regardless of their nationalities.

Question NO. (7): Managers' answers regarding Egyptian customers' help in refreshing the hotels after the revolution of 2011 and valley season

Table (7): Managers' answers regarding Egyptian customers' help in refreshing the hotels after the revolution of 2011 and valley season

Refreshing the hotels after the revolution of 2011	Freq	%	Hotel regions	Mean scores	Std. Deviation	Mann-Whitney U test	Asymp. Sig. (2tailed)
Yes	23	65.7	Sharm	19.37	.482	126.000	.295
No	12	34.3	Hurghada	16.38			

The results (Table 7) show that the majority of the respondents stated that Egyptian customers helped the hotel management after 2011 revolution with an average of 65.7%, while 34.3% stated that they did not help because the waste of the Egyptians is very high which increases the cost of their accommodation and at the same time hotels are unable to increase accommodation rates due to the economic situation experienced by Egypt. Furthermore, the results state that Hurghada benefited more from domestic tourism with a mean rank score of 19.37 than Sharm El-Sheikh hotels' (16.38).

Question(8):Managers' answers regarding working attributes with Egyptian customers

Table (8): Managers' answers regarding working attributes with Egyptian customers

Evaluation Attribute	Excellent		Good		Fair		Poor	
	Freq	%	Freq	%	Freq	%	Freq	%
1- Tipping	7	20	4	11.5	9	25.7	15	42.8
2-. Communication skills	13	37.1	5	14.3	6	17.1	11	31.4
3- Food and Beverage waste.	1	2.9	2	5.7	7	20	25	71.4
4-Keeping supplies and amenities of rooms.	3	8.5	5	14.3	11	31.4	16	45.8
5- Keeping tools of entertaining sports and games in good condition	4	11.4	7	20	10	28.6	14	40
6- Keeping the cleanliness of the hotel in good condition	2	5.7	5	14.3	11	31.4	17	48.6

Table (8) shows the following points: 42.8% of respondents stated that tipping is poor, while 37.1 % agree that "communication skills of Egyptians" is excellent. Moreover, 71.4% of the whole samples agree that "the food and beverage waste of Egyptians" is poor, and 45.8 % agree that the Egyptian behavior, regarding keeping supplies and amenities of rooms also is poor.

In terms of keeping the tools of entertaining sports and games in good condition, the majority of managers 40% mentioned that it is poor. Finally, 48.6% of respondents agree that "the Egyptian behavior regarding keeping the cleanliness of the hotel in good condition" is poor. From the above data, it can be concluded that Egyptian customers need awareness of how to behave and respect the hotels and resorts regulations.

Table 9: Comparison between Sharm El-sheikh and Hurghada resort hotels concerning managers' answers regarding working attributes with Egyptian customers

The Mann-Whitney U test was used in this study to compare between Sharm El-sheikh and Hurghada resort hotels in order to find out if there is a significant difference between them concerning managers' answers regarding working attributes with Egyptian customers.

Table 9: A summary of the Mann-Whitney U test between the four and five star resort hotels in managers' answers concerning working attributes with Egyptian customers

working attributes	Hotel Category	Mean scores	Std. Deviation	Mann-Whitney U test	Asymp. Sig. (2tailed)
Tipping	Sharm	15.00	1.173	95.000	.046
	Hurghada	21.56			
Communication skills	Sharm	13.34	1.2830	63.500	.002*
	Hurghada	23.53			
Food and Beverage waste	Sharm	16.61	.7356	125.500	.268
	Hurghada	19.66			
Keeping supplies and amenities of rooms	Sharm	17.08	.974	134.500	.535
	Hurghada	19.09			
Keeping tools of entertaining sports and games in good condition	Sharm	17.71	1.043	146.500	.848
	Hurghada	18.34			
Keeping the cleanliness of the hotel in good condition	Sharm	18.24	.910	147.500	.872
	Hurghada	17.72			

Table (9) shows that the Mann-Whitney U test revealed one significant difference ($P < 0.05$) between Sharm El-sheikh and Hurghada resort hotels regarding managers' answers in terms of Egyptian customers' communication skills. With reference to communication skills, managers in Hurghada hotels achieved a higher rank of mean score ($M=23.53$) than managers in Sharm El-sheikh hotels ($M=13.34$). This means That Hurghada managers are somewhat more satisfied with Egyptian customer communication skills than Sharm El-Sheikh.

Regarding tipping, Sharm El-Sheikh managers are less satisfied than those in Hurghada with a mean rank score of 15.00, while Sharm El-Sheikh managers are less satisfied regarding food and beverage waste than those in Hurghada with a mean rank score of 16.61. Sharm El-Sheikh managers are less satisfied than those in Hurghada regarding keeping rooms supplies and amenities in good condition. From the data, it can be concluded that Sharm El-Sheikh managers are less satisfied with Egyptian behavior and attitude

2. Analysis of Personal Interviews with Tourism and Hotels Experts

Question NO. (1): Tools used to attract Egyptian Customers

Eight experts mentioned that, online booking engines such as booking .com and offers on social media play an important role in promoting the hotels to Egyptian customers during valley periods. On the other hand, two experts stated that the travel agents are the main tool of attracting Egyptian customers. Two of the interviewees support these findings:

"The hotel management promotion of the domestic tourism is based on the internet booking engines and travel agents all over the year."

Question NO. (2): Reasons for attracting Egyptian Customers

Six of experts mentioned that, the presence of Egyptian customers is important to run and maintain the operation all over the year especially during crisis and valley periods. Four experts added that the domestic tourism is the easiest and cheapest way to market the hotels. Two of the experts supported these findings as indicated below: *"The Hotels nowadays attract the Egyptian customers because they help them during the crisis and valley periods."*

Question NO. (3): Tools used by hotels management to measure Egyptian customers' satisfaction.

All experts stated that customer satisfaction is very important to the hotels management regardless of the customer's nationality. Seven experts mentioned that online websites like booking.com, trip advisor are the main tools used to measure the Egyptian customer's satisfaction. Furthermore, three experts added that social media pages are very important tools to measure the Egyptian customer's satisfaction. Moreover, some of them added that checking out guest comment forms and questionnaires distributed by travel agents to their customers provide the hotels with the guest feedback. One of experts supports these findings: *Egyptians use the online booking engines to post their comments about their stay*

and they use the trip advisor as well. The hotels pay great attention to such comments as this automatically promote and rank the hotels among the competitions.

Question NO. (4): Challenges facing the hotels management to meet the Egyptian Customers' satisfaction

Six experts mentioned that, the Egyptian customers seek a high quality service without putting into consideration the low paid price. Moreover, three experts added that, during the crisis, they had to decrease the number of staff and this leads to deterioration of the art of service and thereby to Egyptian customer dissatisfaction. One expert stated that, because of economic conditions of Egyptian customers, hotels management cannot increase room rate to enhance service quality, a matter which leads to customer dissatisfaction. Two of the experts support these findings: *"Hotels offer low prices to the Egyptian customers, so they provide them with low services and amenities due to the high operation cost with respect to the low price paid."*

Question NO. (5): Troubles facing the hotels management from the behavior and the attitude of the Egyptian customers regarding the Accommodation, Food, beverage and animation

The experts stated that, the Egyptian customers do not commit to the hotels' regulations including the dress code in the restaurant and swimming pool, their inaccuracy to the hotel timetable including check-in and out. Furthermore, three experts added that the housekeeping staff take a longer time in cleaning the Egyptian customer rooms compared to the foreign customers. Two experts stated that the Egyptian customers leave the light and air-condition on even if they are not in their rooms. Two experts added that there is a big shortage every month regarding towels, bed sheets, room amenities, and television remote control in Egyptian customers' rooms. Two of the experts who indicated that:

"Some of the customers do not wear proper fitting swimming pool cloth in the pool although the hotels have a swimming pool admission policy given to the clients upon their check-in. When the hotels managers tell them that this is not acceptable, they start complaining either with loud voice, or ignoring the instructions".

Question NO. (6): Troubles facing the hotels management from the behavior and the attitude of the Egyptian customers regarding food and beverage

Five experts stated that, the Egyptian customers are characterized by high waste of food and beverage. Moreover, three experts said that they take food and beverages from the buffet to the rooms thus violating the rules of the hotel regulations, and leading to many problems between the hotel management and the customers. Furthermore, one expert added that some of the Egyptian customers heap their plates from the buffet and leave a half of their dashes uneaten as a waste. While, one expert stated that they do not follow the restaurants timetable, thus leading to staff overload and stress. Three of the experts indicated that:

"All-inclusive Egyptian customers' food and beverages consumption is very high compared to foreign customers; in addition they are not aware of the buffet regulations"

Question NO. (7): Troubles facing the hotels management from the behavior and the attitude of the Egyptian customers concerning recreational activities

All the experts except three ones agreed that Egyptians misplace the playing tools including darts, balls.etc. Moreover, two experts added that they speak with very loud voice while playing and thus disturb the rest and relaxation of the customers. Furthermore, one expert added that the hotel management is stressed when dealing with Egyptian customers regarding animation because Egyptian customers do not follow hotel regulations especially of swimming pool dress and swimming pool timetable. Two of the experts indicated that:

"Egyptian customers do not follow the hotel regulations regarding the swimming pool timetable, they also speak loud while playing and misplace the animation playing tools".

Two of the experts also indicated that: *"Some of the Egyptian customers do not wear proper fitting swimming pool cloth in the pool; it is possible to find a veiled woman who wants to go to the swimming pool, this pollutes the swimming pool by her clothes which alienates the foreigner customers".*

Question NO. (8): The differences in Service quality offered to Egyptian customers compared to foreign customers

Five experts agreed that the quality of service offered to the customers is supposed to be the same regardless of the customer's nationality. Four experts mentioned that Egyptian customers' wastage is very high compared to foreign customers. Therefore, the quality of service offered to Egyptian customers does not match the quality of service offered to foreign customers. Furthermore, one expert added that some hotel assigned a restaurant to Egyptian customers and assigned another to foreign customers. Two of the experts indicated that: *"The hotels want to achieve profitability; they have a standard of service they provide to either foreigners or Egyptian customer. But because of high wastage of the Egyptian customer, the hotels are forced to reduce food and beverages on the buffet and reduce room amenities"*

Two of the experts who indicated that support these findings: *"The cost of the Egyptian customer accommodation is high compared to foreign customers' per night. Therefore, the hotels management tries to provide standard of service quality, but they are forced to decrease hotel amenities to reduce wastage"*

Recommendations

Recommendations for Ministry of Tourism

- The training department in the ministry of tourism should provide hotels with training courses to the staff on how to deal with the Egyptian behavior and attitude;
- The ministry of tourism should cooperate with the traditional media like TV and social media to provide the Egyptians with awareness and knowledge concerning the perfect behavior and attitude at the tourist destinations;
- Attitude and behavior protocol and etiquette should be given to the students at the schools including how to deal with tourists and hotels;
- The ministry of tourism should cooperate with the ministry of transportation in providing affordable prices for the Egyptians to encourage domestic tourism especially in recession.

Recommendations for Hotels management

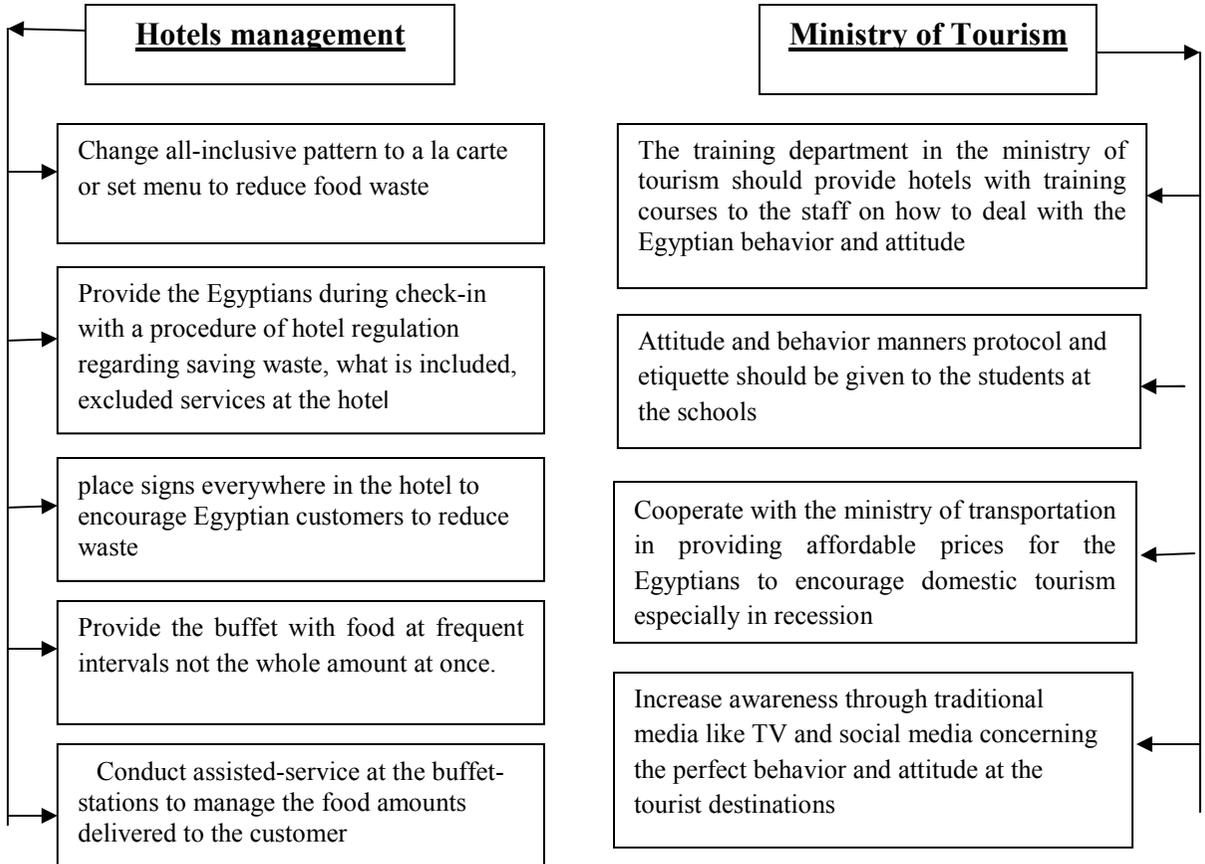
- The hotel should change all-inclusive pattern to a la carte or set menu to reduce food waste;
- The hotel should sell the rooms at a good price to offer good service quality to customers, and thereby targets the customer that keeps the hotel;
- The hotel should place signs everywhere in the hotel to encourage Egyptian customers to reduce waste;
- The quality of services offered to the Egyptian customers should be equal to that offered to the foreign customers to encourage domestic tourism Instead of leakage of foreign currency of Egyptians abroad for tourism;
- The hotel management should provide Egyptians during check-in with a brochure of hotel regulation regarding saving waste, what is included, excluded , and what is forbidden;
- Needed is an assisted-service at the buffet-stations to manage the food amounts delivered to the customer;
- The buffet is provided by food at frequent intervals not the whole amount at once.

A Good practice model for the ministry of tourism and hotel managers to improve Egyptian behavior and attitude towards Domestic Tourism

Based on the above discussion, the model includes two main parts. The first part deals with recommendations for Ministry of Tourism to improve Egyptian behavior. The second part focuses on recommendations for hotels managers to enhance Egyptian attitude, (see Figure 1). Hotel managers and ministry of tourism, especially during recession, should follow all

these parts in order to achieve Egyptian customer satisfaction, and, thus, enhance service quality

Figure (1): Suggested practice model for the Ministry of Tourism and hotels management to improve Egyptians behavior and attitude to enhance service quality.



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المخلص العربي

تقوم إدارة الفنادق ببذل قصارى جهدها للحفاظ دائما على العاملين ولتحقيق أعلى نسبة إشغال على مدار العام ولكن بعد ثوره 25 يناير وعدم استقرار وضع السياحة في مصر وعدم فتح الأسواق الأجنبية بوفرة إلى الآن. اتجهت أغلبية الفنادق بشكل ملحوظ في الاعتماد على السياحة المحلية بشدة خلال فترات الكساد، لكي تتمكن من التغلب على نسبة الإشغال الضعيفة وفي نفس الوقت الحفاظ على العمالة المميزة واستمرار الفندق في المنافسة داخل السوق المحلية والعالمية، ولكن للسياحة المحلية وللعمل المصري بالأخص بعض المميزات والعيوب التي تطرقنا إليها داخل البحث لمعرفة وقياس مدى رضا الإدارة الفندقية تجاه سلوك العميل / السائح المصري ، وأشار البحث إلى تأثير الإدارة الفندقية في فنادق الغردقة وشرم الشيخ بالأحداث السلبية التي مرت بها البلاد منذ ثورة 25 يناير 2011 حتى الآن، وكان تأثيرا كبيرا ومتنوعا نتج عنه اعتمادهما بشكل كبير على السياحة المصرية وتشجيعها. حيث أنها البديل الوحيد وطوق النجاة لمواجهة التحديات السياحية خلال تلك الفترة. جمعت النتائج باستخدام استمارات استقصاء ووزعت على عينة من المدراء في الأقسام المختلفة في ثمانية عشر فندقا فئة الخمس والأربع نجوم في الغردقة وشرم الشيخ ، كما اشتملت الدراسة أيضا على المقابلات الشخصية مع عدد من الخبراء لمعرفة مدى تفضيل إدارات الفنادق الأجنبي على السائح المصري. وتقييم مدى رضا الخبراء عن السياحة المحلية وسلوك العميل السائح المصري داخل الفندق. خلص البحث إلى مجموعة من التوصيات لكل من وزارة السياحة ومدراء الفنادق تتعلق بضرورة التوعية السياحية للعملاء المصريين وذلك بالتعاون مع وزارة التربية والتعليم ، فضلا عن عدم الاعتماد على بيع البرامج الشاملة أو ترشيدها.