The Effect of Tourism and Hospitality Services Dimensions on Individual Tourist Satisfaction in Egypt

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KEYWORDS

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ABSTRACT

This study examines how tourism and hospitality services in Egypt affect individual travel tourists' satisfaction. The study aims to clarify the implications of these variables, as they are essential topics that need a convergence of tourism and hospitality, and then test possible implementation in the Egyptian destination, which will be formed by the hotels and tourism companies in Luxor and Aswan. The questionnaire is the method used to collect data in a sample of the fourteen five and four-star hotels and ten tourism companies in Luxor and Aswan. The target population for this study was tourists. The study concluded with a set of theoretical and practical conclusions that identified the response of the tourism and hospitality services in Egypt affects individual travel tourists' satisfaction with choosing Egypt as a destination is the central core of the present study, and hospitality services from the tourist s' point of view. The most important recommendations are tourism, and hospitality destinations must meet the needs of their tourist to achieve sustainable profits. Measure tourist satisfaction and evaluate the effect of hospitality services dimensions on individual tourist satisfaction in Egypt.

1. Introduction

Tourism and hospitality destination must meet the needs of their tourist to achieve sustainable profits. The research examines components of the individual tourism and hospitality pattern in Egypt and the criteria for the optimal application in Egypt. Determinant of the success of individual tourism in Egypt is the focus on tourism and hospitality services such as "The benefits of trips-Advantages of individual travel- Disadvantages "challenges".

Quality of tourism and hospitality service can be understood as a comprehensive tourist evaluation of a particular service and the extent to which it meets tourist expectations and delivers satisfaction (Al-Jazzazi and Sultan, 2017).

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tourists based on the competitive market situation by evaluating tourist satisfaction to the various dimensions that influence individual tourism and hospitality services (Mualla, 2011).

Tourist satisfaction has a relationship with individual tourism and hospitality service quality. At this point, there is an important need to lead research in hospitality services. Some research has clarified the relationship between tourist satisfaction and service quality with individual tourism and hospitality services. This indicates a need for further studies in this area (Agbor, 2011). This study aims to identify tourism and hospitality services dimensions, which can be used to measure tourist satisfaction, and evaluate the effect of hospitality services dimensions on individual tourist satisfaction in Egypt. Moreover, this is the first study to investigate these proposed relationships for individual tourism and hospitality services in Egypt

2. Literature reviews

Individual travel guests are a complex of different tourist services the tour operator offers one guest and group of tourists. An individual travel guest is based on the guests' wishes- from the choice of the hotel to the planning of excursions. Possible changes of route and visit to the additional objects must be arranged in advance. Individual travel guests are suitable for the newlyweds and business people who go on a mission and have free time to rest. The main feature of individual tours is that they allow you to see things not included in the standard tour (International Labour Organization, 2010; Cristina and Mateoc-Sîrb, 2014).

The individual tour is formed considering the tourist's wishes and demands. In short, an individual tour must + fit the employer (Mueller and Kaufmann, 2001; Narayan et al., 2010).

Individual travel guests can be simple or complex. Simple individual travel guests imply reservation of tickets, hotel rooms, visa application and transfer to the hotel and back. Apart from the functions mentioned above, the agency arranges tourists' internal displacement, meets at the arrival point and books the hotel rooms. In short, the tourist needs define his wishes and requirements (Radu-Serban1 et al., 2020).

Individual tours have both advantages and disadvantages. Advantages such as individual travel guests, individual programs, and free decisions. Tourists often travel to have a break from work. Individual tours have their disadvantages. First, the individual tour price is more expensive than group one. Second, you can coordinate with the agency, which can take a lot of time. Third, solving the minor problems (Blomme et al., 2009). Tourists can allocate costs as they see fit and refuse the things they find uninteresting (Riley et al., 2002; Kalisch, 2009; Sagić et al., 2019).

Hotels have devoted increased attention to the quality of individual tourism and hospitality services. Great efforts have been made to reach a high level of service for individual tourism and hospitality quality to satisfy individual tourists (Titko et al., 2013). The definition of individual tourism services differs from one person to another. It is an ambiguous concept, with characteristics of services being heterogeneous, intangible, and perishable in terms of production and consumption. The Quality of individual tourism and hospitality service can be understood as a comprehensive tourist evaluation of a particular service and the extent to which it meets individual tourist expectations and provides satisfaction (Kant and Jaiswal, 2017).

The rapid growth of the tourism and hospitality sector has created a competitive environment and new thinking for hotels to understand individual travel tourist perceptions of quality of service to attract tourists in a competitive market. Individual tourism and hospitality support different services, including Lodging- Food and Beverage Services- Tourism and Hospitality Services ". To develop individual tourism and hospitality service standards and techniques, managers have to be willing to understand the gap between the perceptions and expectations of individual travel tourists (Blomme et al., 2009; Titko, et al., 2013). Because of their increased awareness, tourists are concerned about individual tourism and hospitality service even if they continue with their current destination or switch to other destinations depending on their level of satisfaction (Muhammad et al., 2011).

Hotels amend, develop, and create effective strategies to determine the different parameters influencing individual tourism and hospitality service "Lodging- Food and Beverage Services Tourism and Hospitality Services ", which increase the number of individual travel tourists in a competitive market (Mualla, 2011).

Hotels have imperative needs in the competitive market to find methods to improve individual tourism and hospitality service and to attain systematically monitor and maintain this quality to reach optimal individual travel tourist satisfaction. Indeed, hotels must shed light on many aspects that concern individual travel tourists and are relevant to their needs (Al-Jazzazi and Sultan, 2017; Golec, 2018).

Hotels try to satisfy tourists by increasing the perceived individual tourism and hospitality service, the importance of a strong relationship between quality of individual tourism and hospitality service and individual travel tourist satisfaction. The most important fact is that the tourist is at the centre of attention. Moreover, a negative discrepancy between perceptions and expectations causes dissatisfaction, while a positive discrepancy leads to consumer satisfaction (Braciníková, and Matušínská, 2017; Slusarczyk, 2017).

In today's marketplace, if destinations fail to provide individual tourism and hospitality product and service quality, they lose individual travel tourists to other competitors. Today's tourism and hospitality keep track of their tourists' expectations, their own performance, tourist satisfaction, and even their competitors (Cheng, 2013).

Hotels provide traditional and non-traditional services, which include Lodging- Food and Beverage Services -Tourism and Hospitality Services ". There is a great need to examine the impact of individual tourism and hospitality service on tourist satisfaction (Paul and Trehan, 2011).

Satisfaction is the tourist's feeling regarding the outcome of an evaluation process, which compares what was received from the service and the commodity with expectations. Satisfaction concerns the tourist's judgment as to whether the goods and services meet expectations and needs and provide a satisfactory level of consumption-related fulfillment (Sharmin et al., 2016).

In accordance with competence, if hotels fail to provide tourism and hospitality services such as "Lodging- Food and Beverage Services- Tourism and Hospitality Services ", they lose tourists to other competitors (Cheng, 2013).

Individual trips in international tourism and hospitality have changed rapidly and dramatically over the past decade (Paul and Trehan, 2011; Wikhamn, 2019).

Tourism and hospitality have a share of responsibility, and the impact of the global crisis on individual travel tourists' perceptions and behaviour has been analysed by several studies (Akinbami, 2011; Bennett, and Kottasz, 2012; Grau-Grau, 2013; Wikhamn, 2019).

The tourism and hospitality pattern play important role in the economy. Because of developments in technology, changing individual travel tourists' needs and governmental regulations and policies, we can clearly see the challenges arising from increased competition in the market. Tourism and hospitality patterns have a prime concern to satisfy individual travel tourists' needs, and they keep a close eye on the level of tourist satisfaction. This strategy helps tourism and hospitality establishments to retain individual travel tourists for a longer period. The cost of attracting new individual travel tourists is higher than the cost of retaining established tourists (Costa-Climent, 2018).

Tourism and hospitality provide traditional and non-traditional services, which include accommodation, food and beverages, entertainment and electronic services, among others. There is a great need to examine the impact of tourism and hospitality services on individual travel tourists' satisfaction in hotels (Jianu et al., 2017).

Satisfaction is the tourist's feeling regarding the outcome of an evaluation process, which compares what was received from the service and the commodity with expectations. Satisfaction concerns the individual travel tourists' judgment as to whether the tourism and hospitality services meet expectations and needs and provide a satisfactory level of consumption-related fulfillment (Cheng, 2013; Rauch et al., 2015).

The conceptual framework connects the relationship between both physical tourism and hospitality factors (Koutsothanassi et al., 2017).

Profit and growth are achieved by tourist loyalty; moreover, loyalty is a direct result of tourist satisfaction. Satisfaction is influenced by the individual tourism and hospitality services that have been provided to individual travel tourists (Koutsothanassi et al., 2017, Nagy et al., 2018).

The tourism and hospitality companies issued "instructions on dealing with individual travel tourists fairly and transparently" including transparency and credit controls of the retail portfolio, limits on certain commissions and fees

on hotels services, protecting individual travel tourists' dormant accounts, and effectively solving individual travel tourist complaints (Lone and Rehman, 2017; Nagy et al., 2018).

Individual tourism and hospitality services are unanimously recognized as an indicator of an organization's competitiveness (Yarimoglu, 2014). Individual tourism and hospitality service performance is considered a strategic weapon which leads to achieving individual travel tourist satisfaction in a service industry (Ladhari et al., 2011).

Hence, by offering superior tourism and hospitality services of the individual tourism and hospitality services such as "Lodging- Food and Beverage Services- Tourism and Hospitality Services", tourism and hospitality companies can obtain a competitive advantage (Ladhari et al., 2011). Individual travel tourists assess the individual tourism and hospitality services differences between what they are looking for according to their needs and their expectations related to it on the one hand, and the actual perceived services that they receive (Siddiqi, 2011; Yarimoglu, 2014; Ennew et al., 2019).

In the literature, authors are convinced of the intimate relationship between individual tourism, hospitality services quality and tourist satisfaction, and they point out that the higher the service quality, the higher the service quality has a positive impact on individual travel tourist satisfaction (Blomme et al., 2009; Kant and Jaiswal, 2017). Taking action to solve problems, performing the required services right from the first occasion, or providing services at the proper time is critical. Maintaining an error-free record is the paradigm of reliability in terms of individual tourism and hospitality services which has an important impact on tourist satisfaction (Angelova and Zekiri, 2011; Ennew et al., 2019).

The most important factors in retaining individual travel tourists in the individual tourism and hospitality services such as "Lodging- Food and Beverage Services- Tourism and Hospitality Services" are accuracy in completing orders, maintaining precise records and quotations, accuracy in billing, and fulfilling promised services. These are the basic aspects of reliability. The extant literature has also revealed that reliability has a positive relationship with tourist satisfaction in tourism and hospitality companies (Krishnamurthy et al., 2010; Peng, and

Moghavvemi, 2015; Selvakumar, 2016; Kant and Jaiswal, 2017).

Access refers to whether the individual tourism and hospitality services such as "Lodging- Food and Beverage Services- Tourism and Hospitality Services" is convenient, easy to access, and can be contacted easily. It includes convenient office times and available. Approachability and ease of contact are the most important elements of convenience (Flavian et al., 2014).

Human competence is one of the most common areas in the management of people in the workplace. Competences include knowledge, skills, abilities, values, motivation, initiative, and self- control. Many researchers argue that employee competences have a positive impact on tourist satisfaction (Sharma Naveen and Restructuring, 2016; Haddad, 2017). It is necessary that the employees know tourism and hospitality companies' services well, be prompt in serving the tourism and hospitality companies, and have the necessary knowledge to serve individual travel tourists promptly. Employees should not hesitate to find the time to serve the tourist better and know what satisfies tourists since all these components relate to giving tourists the necessary knowledge and to the understanding of their specific needs (Sharma, 2016).

2.1. Hypotheses of the research

H1: There are statistically significant relations between individual tourism and hospitality services

H2: There are statistically significant relations between individual tourism, hospitality services and choosing Egypt as a destination.

H3: Lodging positively influences hospitality services.

H4: Food and beverage services positively influences hospitality services.

3. Methodology

3.1 Research Variables and Operational Definitions

Regarding the secondary data the operational definition developed below is based on the literature review and clarifies the effect of the individual tourism and hospitality services quality dimensions on tourist

Moreover, regarding the primary data 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 three sections. The first discusses the benefits of trips, the second section: the advantages of individual travel, and the third the disadvantages.

A pilot study was conducted in May 2021. The aim of the pilot study was to find out the effect of tourism and hospitality services dimensions on individual tourist satisfaction in Egypt. Moreover, to ensure that the survey was well designed and easily understood by potential respondents, to examine the reliability and validity of the research tools as well as to develop and refine the measure of the questions. A questionnaire was reviewed by some academic scholars to establish their appropriateness, and clarity and to ease the understanding. Some alterations were suggested and then implemented. A questionnaire was then pre-tested to investigate the respondent's understanding of scale items and to also identify any issues that were complex or confusing to develop appropriate scale items to ensure the validity and reliability of the research. For this purpose, a questionnaire was distributed to a sample of customers. 30 forms were distributed to respondents who were asked to complete them.

The field study was accomplished through a survey by phone calls, social media networks, and emails. The questionnaire is the method used to collect the opinions of the tourists in a sample of the 14 five and four-star hotels and 10 tourism companies' same hotels in Luxor and Aswan. The target population for this study was tourists. The study was conducted from June 2021 to November 2021about the subject of the study. 120 questionnaire forms were received only 100 completed forms were valid (83.3% response rate).

3.2. Independent Variables

Individual tourism and hospitality services include a number of factors that have an influence on individual travel tourist satisfaction and choosing Egypt as a destination.

The questionnaire for the individual tourism and hospitality services was constructed for the independent variables with the number of questions as follows: 9 for general information, 6 for the benefits of trips of individual tourism and hospitality service, 20 for advantages of individual travel, 7 for disadvantages of individual tourism and hospitality services, Moreover, 2 for Trip type, 7 for lodging, 7 for food and beverage services, and

18 for tourism and hospitality services. The number of questions selected was determined based on their importance in the literature.

3.3 Dependent Variable

Tourist satisfaction to prefer Egypt as a destination is a measure of how tourism and hospitality services are supplied to individual travel tourists. To develop service standards and techniques, managers must be willing to understand the gap between the perceptions and expectations of individual travel tourists and the influential factor to choose Egypt as a destination (Agbor, 2011). Individual travel tourists' decisions are affected by the level of individual tourism and hospitality services concerning the most influential factor to choose Egypt as a destination. Delivery of high-quality tourism and hospitality services helps to build and maintain long-term relationships with Egyptian destination tourists. As a result of this, tourism and hospitality companies try to work on attracting tourists and retention and market share by aiming at special target markets. How tourism and hospitality services in Egypt affect individual travel tourists' satisfaction to choose Egypt as a destination is the main core of the present study. The rapid growth of the tourism and hospitality sector creates a competitive environment and makes hotels understand tourist perceptions of the quality of tourism and hospitality services to attract tourists to choose Egypt as a destination in a competitive market.

3.4. Validity and reliability

The stability of the questionnaire was measured by applying a survey sample consisting of (30) respondents and using the alpha-Cronbach's equation. It was equal to (0.98) a degree that confirms that the questionnaire has a high degree of stability.

A Self-honesty was calculated as an indicator of the questionnaire's validity by calculating the squared islands of the reliability coefficient, and it came equal to (0.99) which indicates that the questionnaire has a high degree of honesty.

Using the program "Statistical Package for Social Sciences SPSS V.25

4. Results and Discussion

4.1. Description of the research sample

Table 1

Distribution of the study sample

sample variables		Sample	
		Frequency	**%**
Gender	Male	44	44
	Female	56	56
	Total	100	100%
	Less than 25 Years	65	65
	Between 26-35 Years	16	16
	Between 36-45 Years	16	16
	Between 46-55 Years	3	3
	More Than 55 Years	65	65
	Total	100	100%
Age	Less than 2000	62	62
	from 2000 to 5000	32	32
	More Than 5000	6	6
	Total	100	100%
Education Level	High School or Less than Bachelor	49	49
	Bachelor or Diploma degree	36	36
	Master	7	7
	PhD	8	8
	Total	100	100%
The most influential factor to choose Egypt as a destination	Family & Friends	45	45
	Personal experiences	21	21
	Internet	34	34
	Total	100	100%
How many times did you visit Egypt after your first time?	Never	38	38
	Less Than 2 Times	29	29
	Between 2 and 5 Times	18	18
	More Than 5 Times	15	15
	Total	100	100%
How did you hear about individual tourism?	Newspapers	16	16
	Friends' recommendation	11	11
	E-mail	7	7
	Google/ Websites	57	57
	TV and Outdoor Advertisements	9	9
	Total	100	100%
Have you ever experienced individual trips	I never did	0	0
	Once	73	73
	From 2 to 5 times	20	20
	More than 5 times	7	7
	Total	100	100%

4.2 Statistical study results

Table 2

Opinion of sample regarding individual tourism and hospitality services

Statements	Total sample							
	Frequency					Relative weight	Percentage	Ranking
	SA	A	N	D	SD			
the benefits of trips								
Trips help increase the bonds of love and strengthen human relationships, charitable and romantic relationships.	16	25	23	13	23	298	59.6	2

The public library, activities not previously practised by humans before,	17	14	27	26	16	290	58	3
Besides learning about other human cultures.	17	21	30	12	20	303	60.6	1
Religious rituals, religious rituals, religious rituals, religious rituals, religious rituals, religious rituals.	4	34	26	15	21	285	57	5
Increasing the number of times they communicate with each other, their different skills, and talents, and this importance is mainly prominent in some types of trips; Like solo trips.	3	28	33	19	17	281	56.2	6
Advocacy of principles, ideas and beliefs, Such as those trips by the clergy, thinkers, and others.	11	29	20	16	24	287	57.4	4
Advantages of individual travel							
You can specify the date and number of days of the trip to suit you and according to your work conditions.	14	17	30	29	10	296	59.2	3
You can enjoy food dates, favourite restaurants, and various activities without waiting for the opinion of your trip partner.	21	17	23	9	30	290	58	6
Ease of trip planning and focus only on what matters to you.	11	16	33	9	31	267	53.4	12
Enhance self-confidence in the face of all challenges.	3	27	38	9	23	278	55.6	10
You can play your favourite sport, such as enrolling in yoga programs, playing tennis or golf.	14	17	27	15	27	276	55.2	11
Solo travellers can integrate into the local environment more easily than groups.	8	26	33	13	20	289	57.8	7
There is no doubt that travelling alone is an experience of a special taste.	13	20	35	13	19	295	59	4
Giving you freedom of movement and independence,	11	16	33	9	31	267	53.4	12
In addition to the possibility of planning your vacation on your own.	11	16	23	12	38	250	50	17
Where there are many options	7	16	34	15	28	259	51.8	14
Nobody prevents you from going on many adventures	14	16	24	12	34	264	52.8	13
More Flexibility: Traveling alone gives you greater flexibility than traveling in a group or with friends.	15	25	23	9	28	290	58	6
Where you can plan travel and book airline tickets, trains, hotels and all other reservations as you wish.	7	19	27	19	28	258	51.6	15
No compromises: If you're travelling alone, you don't have to compromise on your choices, within the country you're visiting.	14	24	33	16	13	310	62	2
There is no doubt that travelling alone will give you a huge amount of time without the hassle of waiting for others.	25	13	33	15	14	320	64	1
Lots of meditation: it will help you reflect on the affairs of your life.	3	34	31	12	20	288	57.6	8
It helps you to understand your abilities, talents and personality more deeply.	7	23	20	21	29	258	51.6	15
Enjoyable experiences: The best aspect of travelling solo is the unforgettable memories you live during your vacation, as these memories, whether good or bad, will help you understand many aspects of this world and will teach you how to deal with various difficult situations.	11	13	32	10	34	257	51.4	16
Lots of confidence: One of the best advantages of travelling alone is that it gives you great confidence in yourself, especially after going through many experiences and gaining experience, and getting to know different cultures and languages,	10	20	34	12	24	280	56	9
Meet new people, try new cuisines, and explore previously unknown areas.	18	16	29	16	21	294	58.8	5
Disadvantages							
Security risks are at the top of their drawbacks, as no partner can help guard against the risks of assault or fraud, or even medical attention in the event of illness.	10	25	30	15	20	290	58	1

Sometimes feeling lonely while travelling, especially if the trip is long.	7	28	29	13	23	283	56.6	3
There is no partner while going out or dining, and no partner for car or hotel room costs.	14	24	19	20	23	286	57.2	2
Fear of harassment	6	24	30	19	21	275	55	5
Insistence by sellers	9	25	23	19	24	276	55.2	4
Fear of not being welcomed by the host community	3	24	34	19	20	271	54.2	6
Security risks are at the top of their drawbacks, as no partner can help guard against the risks of assault or fraud, or even medical attention in the event of illness.	7	18	31	24	20	268	53.6	7
Total						9279	56.2%	

It is evident from the previous table: that the percentages of individual tourism and hospitality services, in general, ranged between (64% and 50%), where the phrase (There is no doubt that travelling alone will give you a huge amount of time without the hassle of waiting for others,) came first in the axis (individual travel benefits), while (In addition to the possibility of planning your vacation on your own) came last.

With regard to the axis related to (the benefits of trips), the respondents expressed that the best benefits of individual trips are:

− Besides learning about other human cultures ‹ Trips help increase the bonds of love.

− And strengthen human relationships, charitable and romantic relationships.

− The public library, activities not previously practised by humans before

These results agreed with (Al-Jazzazi and Sultan, 2017; Koutsothanassi et al., 2017).

As for the axis related to (the advantages of individual travel), the most prominent of those advantages from the sample point of view were:

− There is no doubt that travelling alone will give you a huge amount of time without the hassle of waiting for others.

− No compromises: If you're travelling alone, you don't have to compromise your choices.

− Within the country you're visiting.

− You can specify the date and number of days of the trip to suit you and according to your work conditions.

These results agreed with (Al-Jazzazi and Sultan, 2017; Lone and Rehman, 2017; Nagy et al., 2018).

About the main disadvantage of these trips, the respondents expressed the following:

− Security risks are at the top of their drawbacks, as no partner can help guard against the risks of assault or fraud, or even medical attention in the event of illness.

− There is no partner while going out or dining, and no partner for car or hotel room costs.

− Sometimes feeling lonely while travelling, especially if the trip is long.

− In all, the total percentage estimated at (56.2%) indicates the degree of satisfaction and evaluation of tourists for individual tourism in terms of benefits and advantages, and the most prominent obstacles are an average evaluation and the degree of their satisfaction with its advantages and benefits is medium.

These results agreed with (Riley et al., 2002; Kalisch, 2009; Treatment Abroad, 2010; International Labour Organization, 2010, Sagić et al., 2019; Radu-Serban1 et al., 2020

Table 3

Opinion of the sample regarding the evaluations of individual tourists about tourism and hospitality services

Attributes	Total sample							
	Frequency						Relative weight	Percentage
	SA	A	N	D	SD	NT		
Trip type								
Individual trips	3	11	47	19	20	0	258	51.6
Group trips	9	17	40	27	7	0	294	58.8
Lodging								

Valet and laundry	15	11	41	16	10	7	284	56.8
The price is reasonable.	6	25	52	10	7	0	313	62.6
Check in and out procedure	7	17	53	11	12	0	296	59.2
Room cleanliness	15	11	47	11	13	3	295	59
Room facilities	6	18	43	20	13	0	284	56.8
Toilet cleanliness	9	22	48	11	10	0	309	61.8
Ease of reservation system.	15	17	44	10	14	0	309	61.8
Food and quality service								
Food quality	12	15	49	10	14	0	301	60.2
Food and beverage variety	9	20	47	15	9	0	305	61
Food quantity	9	18	49	10	14	0	298	59.6
Food presentation	12	7	47	28	6	0	291	58.2
Speed of service	9	11	57	11	12	0	294	58.8
Professionalism of service	12	11	54	11	12	0	300	60
Availability and variety of food.	13	20	34	20	13	0	300	60
Tourism and Hospitality service								
Accommodation	13	14	47	17	9	0	305	61
Food service	6	21	43	13	14	3	283	56.6
Guidance services and information availability	6	10	50	25	9	0	279	55.8
Cultural tourism services	12	15	46	17	10	0	302	60.4
Sports activities	9	27	34	17	13	0	302	60.4
Travel and transportation services	16	21	37	16	10	0	317	63.4
Entertainment services	6	17	34	17	20	6	254	50.8
Marketing efforts	15	18	27	29	11	0	297	59.4
Keeping Promises	6	27	34	17	16	0	290	58
Reasonable price	6	17	43	14	20	0	275	55
Quality of service	16	10	40	17	17	0	291	58.2
Perceived value	15	18	46	11	10	0	317	63.4
Surroundings environment	3	13	49	19	16	0	268	53.6
Safety and security procedures	9	10	46	18	17	0	276	55.2
Cleanliness and hygiene	0	13	50	24	13	0	263	52.6
Internet service	13	13	38	26	10	0	293	58.6
Friendly and welcoming	9	20	33	24	10	4	282	56.4
Hospitality level	6	17	36	17	17	7	257	51.4
							9882	58.1%

It is clear from the previous table: that the percentages of priorities and evaluations of individual tourists about tourism and hospitality services in general ranged between (63.4%: 50.8%), where the phrase (Perceived value, travel and transportation services) came in first place within the special axis (tourism services). and hospitality), while the term (Entertainment services) came in last place.

As for the axis (type of trips), respondents expressed their preference for group trips, where group trips received an evaluation rate of (58.8%), while the respondents' evaluation of their preference for (individual trips) reached (51.6%).

As for the private axis (lodging services), the most prominent services from the sample's point of view were:

– The price is reasonable

– Toilet cleanliness

– Ease of reservation system

– Check in and out procedure

These results agreed with (Flavian et al., 2014; Kant and Jaiswal, 2017).

As for the axis related to (Food and Beverage Services), the respondents expressed the following:

– Food and beverage variety

– Food quality

– Professionalism of service

– Availability and variety of food

With regard to (Tourism and Hospitality Services), the respondents expressed the best of them as follows:

– Travel and transportation services

– Perceived value

– Accommodation

– Cultural tourism services

– Sports activities

These results agreed with (Braciníková, and Matušínská, 2017; Slusarczyk, 2017).

Table 4

Obstacles faced tourists during their tour in Egypt

Alternatives	Frequency	%	Ranking
Differences in language, customs, and traditions	11	11	3
Loneliness	15	15	2
Being defrauded or exploited by others	10	10	4
Lack of water and food	9	9	5
I didn't encounter any obstacles	64	64	1

It is evident from the table: that the most prominent obstacles that the research sample faced during their tour in Egypt were (loneness) in the first place by 15%, then (differences in language, customs and traditions) in the second place with 11%, and (being defrauded or exploited by others) in the third place by 10%, and finally (lack of water and food in some cases) by 9%; While the majority of the research sample was 64% who did not face any obstacles or difficulties during their trips .

Table 5

Positive aspects of tourists touched about Egypt

Alternatives	Frequency	%	Ranking
Hospitality	11	11	3
Egypt's ancient civilization and history	15	15	2
The kindness, cooperation and unity of the Egyptian people	10	10	4
Pyramids and attractions	9	9	5
Egyptian food	64	64	1

It is clear from the table: that the most important positive aspects that tourists touched in the research sample in the Egyptian society were represented in (Pyramids and attractions) in the first place by 34%, then (Egypt's ancient civilization and history) in the second place by 27%, and (The kindness, cooperation and unity of

the Egyptian people) is in third place with 26%, then (Hospitality), and finally (Egyptian food) with 12%.

Table 6

Negative aspects of tourists about Egypt

Alternatives	Frequency	%	Ranking
Greed and being defrauded by some	16	16	5
heavy traffic	36	36	1
Environmental pollution	17	17	4
Disrespecting the tourist	10	10	16
Intolerance and lack of acceptance of other opinions	23	23	3
No downsides	34	34	2

It is clear from the table: that the most important negative aspects touched by the tourists in the research sample in the Egyptian society were represented in (heavy traffic) in the first place by 36%, then (no downsides) in the second place by 34%, while in the last arrangement (disrespecting the tourist) By 10%.

Table 7

suggestions made by tourists

Alternatives	Frequency	%	Ranking
Improving the quality of life and maintaining order	17	22.3	10
Increase cultural awareness	34	41.5	3
Activate individual tourism	33	24.9	8
Respecting the tourist and providing comfort during his stay in Egypt	23	15.5	12
Providing a safe environment for tourism and preserving the freedom to accept others	24	24.4	9

It is clear from the table: that the most important suggestions made by the tourists, the research sample, in their answers to this question came in the order as follows:

– Improving the quality of life and maintaining order

– Increase cultural awareness

– Activate individual tourism

– Respecting the tourist and providing comfort during his stay in Egypt

Providing a safe environment for tourism and preserving the freedom to accept others.

4.3. Test of study hypotheses

There is a statistically significant relationship between the tourists' preference for individual tourism and each of (the benefits of trips, the advantages of individual travel, the size of defects and challenges) as indicated in table 8

Table 8

The correlation coefficients between the tourist's preference for individual tourism and the advantages and disadvantage

Variables	individual tourism		
	Correlation value	Sig	Type of Sig
The benefits of trips	0.39**	0.01	statistically significant
Advantages of individual travel	0.41**	0.01	statistically significant
Disadvantages	-0.44**	0.01	statistically significant

There is a direct, statistically significant, correlation between the tourist's preference for individual tourism and each of the benefits of trips and the advantages of individual travel, which means that the higher the degree of benefits from individual trips and the benefits of individual travel, the more this contributes to increasing the rates of tourist preference for individual tourism. While it has been proven that there is a statistically significant inverse correlation between the preference of the tourist for individual tourism and the size of the defects and difficulties; This means that the tourist's preference for individual tourism decreases

and decreases if the disadvantages and challenges of individual travel increase, and vice versa. These results agreed with (Treatment Abroad, 2010; Sagić et al., 2019; Radu-Serban1 et al., 2020).

Table 9 indicates if there is a statistically significant relationship between the tourist's preference for individual tourism and each of the hospitality services represented in (accommodation, food and beverage services, and tourism and hospitality services) a.

Table 9

The correlation coefficients between the tourist's preference for individual tourism and the hospitality service.

Variables	individual tourism		
	Correlation value	Sig	Type of Sig
Lodging	0.23*	0.05	statistically significant
Food and Beverage Services	0.22*	0.05	statistically significant
Tourism and Hospitality Services	-0.12	0.233	Not statistically significant

There is a direct, statistically significant, correlation between the tourist's preference for individual tourism and each of the hospitality services represented in (accommodation, food and beverage services); which means that the higher the quality of accommodation, food and beverage services, the more this contributes to increasing the rates of tourist preference for individual tourism., while it has been proven that there is no statistically significant relationship between the preference of tourists for individual tourism and tourism and hospitality services.

Table 10 shows if there are statistically significant differences between males and females

Table 10

The significance of the differences between males and females

	Male		Female		T value	Type of significance
Variables	Mean	Std. Deviation	mean	Std. Deviation		
Individual trips	2.15	1.37	2.73	0.99	-2.40**	**Not statistically significant**
Group trips	2.61	1.01	3.19	0.99	-2.87**	**statistically significant**

Table 10 indicates that is are statistically significant differences between males and females in the research sample in their rate of preference for the type of tourism (individual, group) in favour of females at the expense

of males, which means that females are more preferable to tourism (individual and group) compared to males.

Regarding if there are statistically significant differences between the tourist's perception of the benefits of trips and the repeated visit.

Table 11

The relationship between tourist's evaluation and repeated visit.

Variables	The source of the contrast	Sum of Squares	df	Mean Square	F	Sig.
The benefits of trips	Between Groups	1007.411	2	503.705	13.947**	.000
	Within Groups	3503.229	97	36.116		
	Total	4510.640	99			
Advantages of individual travel	Between Groups	12729.837	2	6364.919	19.124**	.000
	Within Groups	32284.203	97	332.827		
	Total	45014.040	99			
Disadvantages "challenges"	Between Groups	1332.685	2	666.343	16.141**	.000
	Within Groups	4004.305	97	41.281		
	Total	5336.990	99			

There are statistically significant differences between the research sample tourists in their evaluation of (the benefits of trips, the advantages of individual travel, the size of the defects and challenges) according to the variable of the most influential factor in choosing Egypt as a tourist destination among (family and friends, personal experiences, the Internet).

To determine the direction of the differences according to the variable of the most influential factor in choosing Egypt as a tourist destination, and to know the differences will be in favour of any factor, the dimensional comparison test (Post Hoc-LSD) was conducted, and after applying the test (Post Hoc-LSD) it became clear; There are statistically significant differences between the tourists in the research sample in their evaluation of each of (the benefits of trips, the advantages of individual travel, the size of the defects and challenges) according to the variable of the most influential factor in choosing Egypt as a tourist destination in favour of (the Internet) as the most factors that affected the evaluation and preference of Egypt as a tourist destination in terms of (Benefits of trips, advantages of individual travel, magnitude of disadvantages and challenges). These results agreed with (Muhammad Awan et al., 2011; Lone, 2017).

Table 12

The impact of hospitality services and repeated visit

Variables	The source of the contrast	Sum of Squares	df	Mean Square	F	Sig.
Lodging	Between Groups	415.625	2	207.813	5.521**	.005
	Within Groups	3651.375	97	37.643		
	Total	4067.000	99			
Food and Beverage Services	Between Groups	563.456	2	281.728	6.886**	.002
	Within Groups	3968.334	97	40.911		
	Total	4531.790	99			
Tourism and Hospitality Services	Between Groups	1101.341	2	550.670	2.228	.113
	Within Groups	23973.649	97	247.151		
	Total	25074.990	99			

There are statistically significant differences between the research sample tourists in their evaluation of each of the hospitality services (accommodation, food and drink services) according to the variable of the most influential factor in choosing Egypt as a tourist destination among (family and friends, self-experiences, the Internet), while it has not been proven that there are significant differences In services (tourism and hospitality). These results agreed with (Koutsothanassi, 2017; Kant, 2017).

To determine the direction of the differences according to the variable of the most influential factor in choosing Egypt as a tourist destination, and to know the differences will be in favor of any factor, the dimensional comparison test (Post Hoc-LSD) was conducted, and after applying the test (Post Hoc-LSD) it became clear; There are statistically significant differences between the tourists in the

research sample in their evaluation of each of the hospitality services represented in (accommodation, food and beverage services) according to the variable of the most influential factor in choosing Egypt as a tourist destination in favour of (the Internet) as the most factors that affected the evaluation and preference of Egypt as a tourist destination in terms of hospitality services (accommodation, food and beverage services). These results agreed with (Blomme et al., 2009; Braciníková, 2017, Lone, 2017).

5. Conclusion and Contribution

With regard to the axis related to (the benefits of trips), the respondents expressed that the best benefits of individual trips are: learning about other human cultures, increasing the bonds of love, strengthening human relationships, charitable and romantic relationships. Travelling alone gives a huge amount of time without the hassle of waiting for others. If you are travelling alone, you don't have to compromise your choices. You can specify the date and number of days of the trip to suit you and according to your work conditions. Regarding the disadvantages of these trips, the respondents expressed the following: security risks are at the top of their drawbacks, as no partner can help guard against the risks of assault or fraud, or even medical attention in the event of illness. There is no partner while going out or dining, and no partner for car or hotel room costs; sometimes feel lonely while travelling, especially if the trip is long. These results agreed with (Riley et al., 2002; Kalisch, 2009; Treatment Abroad, 2010; International Labour Organization, 2010, Sagić et al., 2019; Radu-Serban1 et al., 2020).

As for the private axis (lodging services), the most prominent services from the sample's point of view were the price, toilet cleanliness, ease of reservation system, check-in and out procedure. As for the axis related to (Food and Beverage Services), the respondents expressed the following: Food and beverage variety; Food quality; Professionalism of service; Availability and variety of food. These results agreed with (Flavian et al., 2014; Kant and Jaiswal, 2017).

With regard to (Tourism and Hospitality Services), the respondents expressed the best of them as follows: Travel and transportation services; Perceived value; Accommodation; Cultural tourism services; Sports activities.

the most important suggestions made by the tourists, the research sample, in their answers to this question came in the order as follows: Improving the quality of life and maintaining order; Increase cultural awareness; Activate individual tourism; Respecting the tourist and providing comfort during his stay in Egypt; Providing a safe environment for tourism and preserving the freedom to accept others. These results agreed with (Braciníková, and Matušínská, 2017; Slusarczyk, 2017).

Verification of the first hypothesis: There is a statistically significant relationship between the tourist's preference for individual tourism and each of (the benefits of trips, the advantages of individual travel, the size of defects and challenges). There is a direct, statistically significant, correlation between the tourist's preference for individual tourism and each of (the benefits of trips, the advantages of individual travel); which means that the higher the degree of benefits from individual trips and the benefits of individual travel, the more this contributes to increasing the rates of tourist preference for individual tourism. While it has been proven that there is a statistically significant inverse correlation between the preference of the tourist for individual tourism and the size of the defects and difficulties; This means that the tourist's preference for individual tourism decreases and decreases if the disadvantages and challenges of individual travel increase, and vice versa. These results agreed with (Treatment Abroad, 2010; Sagić et al., 2019; Radu-Serban1 et al., 2020).

There is a direct, statistically significant, correlation between the tourist's preference for individual tourism and each of the hospitality services represented in (accommodation, food and beverage services); which means that the higher the quality of accommodation, food and beverage services, the more this contributes to increasing the rates of tourist preference for individual tourism . While it has been proven that there is no statistically significant relationship between the preference of tourists for individual tourism and tourism and hospitality services.

There are statistically significant differences between males and females in the research sample in their rate of preference for the type of tourism (individual, group) in favor of females at the expense of males, which means that females are

more preferable to tourism (individual and group) compared to males.

There are statistically significant differences between the research sample tourists in their evaluation of (the benefits of trips, the advantages of individual travel, the size of the defects and challenges) according to the variable of the most influential factor in choosing Egypt as a tourist destination among (family and friends, personal experiences, the Internet).

To determine the direction of the differences according to the variable of the most influential factor in choosing Egypt as a tourist destination, and to know the differences will be in favor of any factor, the dimensional comparison test (Post Hoc-LSD) was conducted, and after applying the test (Post Hoc-LSD) it became clear; There are statistically significant differences between the tourists in the research sample in their evaluation of each of (the benefits of trips, the advantages of individual travel, the size of the defects and challenges) according to the variable of the most influential factor in choosing Egypt as a tourist destination in favour of (the Internet) as the most factors that affected the evaluation and preference of Egypt as a tourist destination in terms of (Benefits of trips, advantages of individual travel, magnitude of disadvantages and challenges). These results agreed with (Muhammad Awan et al., 2011; Lone, 2017).

There are statistically significant differences between the sample evaluation of each of the hospitality services (accommodation, food and drink services). The most influential factors in choosing Egypt as a tourist destination among (family and friends, self-experiences, and the Internet), while it has not been proven that there are significant differences in services (tourism and hospitality). These results agreed with (Koutsothanassi, 2017; Kant, 2017).

To determine the direction of the differences according to the variable of the most influential factor in choosing Egypt as a tourist Treatment Abroad, 2010; Sagić et al., 2019).

, and to know the differences will be in favour of any factor, the dimensional comparison test (Post Hoc-LSD) was conducted, and after applying the test (Post Hoc-LSD) it became clear; There are statistically significant differences between the tourists in the research sample in their evaluation of each of the hospitality services represented in (accommodation, food and beverage services)

according to the variable of the most influential factor in choosing Egypt as a tourist destination in favor of (the Internet) as the most factors that affected the evaluation and preference of Egypt as a tourist destination in terms of hospitality services (accommodation, food and beverage services). These results agreed with (Blomme et al., 2009; Braciníková, 2017, Lone, 2017).

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