



Study the Innovative Business Practices that Hotels have Undertaken in Response to the COVID-19 Pandemic: A Case Study of Sharm El-Sheikh Hotels

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Abstract

The sudden onset and the accelerated spread thereafter of the COVID-19 pandemic have had a devastating effect on many businesses. The nature of the crisis has meant that the hospitality industry has also been affected severely. There is a pressing need to better understand the utility of these new innovations, and the extent to which they affect firm. This research paper aims at Assessing of technological marketing tools that have been used as innovative idea in response to COVID-19 pandemic. Assessing the innovative managerial process under taken by hotels as a response to Covid-19 pandemic. According to studying the effect of some previous crises on the hospitality industry and the responses that were taken to get out of the situation. Researchers often consider innovation in terms of two ascending tiers or levels. Qualitative method was inducted in Sharm El-sheikh hotels chain-managed five-star hotels by using interviews method in order to assess the impact of COVID-19 on marketing and management. This study concluded that when crises situations like COVID-19 happened they force hospitality companies to change their operating strategies especially in marketing and service management. A number of hotel chains are implementing cost cutting measures including layoffs, reduced salaries, furloughs, and reduced work hours to preserve liquidity. It recommended to use technological tools in marketing specially in customer related department in hotels. Creative managerial process is needed in hotels as innovative after pandemic.

Keywords: Hotel innovation; Marketing; Service management; Sharm El-sheikh hotels; Managerial process

Introduction

Tourism is one of the pillars of the Egyptian economic. Sharm el Sheikh forms part of one of the favourite tourism destination of visitors in Egypt. Sharm el Sheikh is famous for huge amount of high standard hotels altogether with mesmerising beaches, sun and sand (Suddhoo, 2019).

The world is always facing challenges due to technological advancements, natural disasters, and demographic factors. However, the coronavirus (COVID-19) pandemic has emerged into the biggest challenge of the decade. It has affected the peoples' lifestyle and had an inverse impact on their health, social, and financial conditions (Wang et al., 2020; Khan et al., 2021).

Business Practices covers: leadership, planning practices, customer and supplier focus, employee practices, quality and process monitoring, benchmarking, community and social responsibility, innovation, IT use, business structure and the competitive environment (Fabling & Grimes, 2007). The COVID-19 pandemic introduced unexpected stresses on food systems, creating many immediate challenges (Deconinck et al., 2020). Research on crisis management in the hospitality industry sees good approaches above all in strengthened marketing for local consumers and the reduction of infrastructure (Breier et al., 2021).

The immediate-term impacts are a severe decrease in tourists, occupancy levels and a fall in average daily rate (ADR) and revenue per available room (RevPar). In the short term, other impacts, such as job cuts, changes in operations and reduction in services, threaten the recovery of the hospitality industry. In the medium–long term, difficulties in collecting loans, postponed future investment plans or difficulties in paying debts can accelerate the return to normal activity. Summarizing, the main response strategies are focused on cost reduction, push and re-launch local market, price reduction, preparation of contingency plans and human resource policies (Rodríguez & Alonso-Almeida, 2020).

The nature of the crisis has meant that the hospitality industry has also been affected severely (Sharma & Nicolau, 2020) with reductions in household and business travel having direct implications for hotel performance. Researchers often consider innovation in terms of ascending tiers or levels. One of incremental innovation refers to a form of innovation based on existing technologies or knowledge. In terms of product innovation, hotels have adopted new technology systems for safe and clean service delivery in an incremental way, such as fully automated hotel check-in systems (e.g., mobile keys) and self-service kiosk check-in machines, in order to permit social distancing (Shin & Kang, 2020).

The incremental innovation is mainly targeting existing market. On the other hand, radical innovation includes innovations created by new technologies or knowledge targeted toward a new market. Product innovation accompanies process innovation; and innovative new guest interaction mechanisms. New cleaning procedures have also been introduced for hotel service delivery. Recently, found that hotels' incremental innovations for reducing guest interactions and improving cleanliness level have a positive impact on hotel booking intention in pandemic times. The pandemic has resulted in hotels adopting new innovations at the organizational level. Unlike product-process innovation, these organizational innovations especially pertain to increased cost-efficiencies and human resource management related practices adopted by hotel firms during the pandemic (Kilgore, 2020; Sharma et al., 2021).

Studies show that customers are influenced by hygiene and cleanliness conditions when making purchase decisions in a service environment (Vilnai-Yavetz & Gilboa, 2010; Choi, 2019). Live promotion in live streaming platforms: Various hotel operations for live streaming can attract hotel consumers, from food cooking in the kitchen, hotel room tours, to even wedding exhibitions held in banquet halls. Popular live-streaming platforms, therefore, enable the hotel to create online communities and generate meaningful discussions in its product offerings and attract more hotel guests (Lau, 2020).

H1: There are significant impact differences of hotel being marketed through various technological means to achieve innovation on the main variables of the study (Marketing through mobile applications; Marketing via hotel's website; Marketing through social media: Facebook and others; Marketing by Augmented Reality Technology).

The aim of the research

- Assessing of technological marketing tools that have been used as innovative idea in response to COVID-19 pandemic.
- Assessing the innovative managerial process undertaken by hotels as a response to Covid-19 pandemic.

Materials and methodology

In this study, qualitative approach was utilized to collect the data. The field study was accomplished through: Self – administered interview in order to identify the requirements of the hotels in terms of storage. This method helps the researcher to achieve the specific research objectives.

The self-administered interview was included some impressive attributes that study the effects of innovative business practices that hotels have undertaken in response to the COVID-19 pandemic: Case study the city of Sharm El-Sheikh. The interview design was prepared for this study is based on a comprehensive literature review.

Pilot study is conducted in this research during December 2021. The aim of the pilot study is to find out the hotels which will carry the research and the departments which in direct contact with Study the effects of innovative business practices that hotels have undertaken in response to the COVID-19 pandemic. The research aims to study the effects of innovative business practices that hotels have undertaken in response to COVID-19 pandemic within guest contact hotel department.

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 measure of the questions. Interview was reviewed by some academic scholars to establish their appropriateness, clarity and to ease the understanding. Some amendments were suggested and then were implemented. Interview was then pre-tested in order to investigate the respondent's understanding of scale items and to identify also any issues that was complex or confusing in order to develop appropriate scale items to ensure the validity and reliability of the research. For this purpose, a self-administered interview was attended to a sample of hospitality managers. A number of 20 forms were distributed to respondents who were asked to complete them. Only, 15 completed forms were valid which represents 75 % rate of response.

Interview distributed to the hotel managers and their assistants as well as the key persons who are directing and managing department responsibility such as general Manager, rooms division manager, front office manager, sales and marketing managers, hygiene and quality managers, executive chef and sous chefs, food and beverages managers and outlet managers in five star hotels in area of Sharm El Sheikh Area through the personal meetings, telephone calls and the internet in the period of December 2021 to march2022 “during the peak winter and Christmas periods”. A number of 150 interviews are valid and ready to be statistically analyzed.

A sample from five star and four star hotels in Sharm El Sheikh was chosen due to category because of the highest level of performance of the standard were expected to carry out the current research a sample of five star hotels of Sharm El Sheikh Hotels was chosen to run this research (Egyptian Hotel Association, 2021).

A sample of 30 five stars and four stars hotels out 42 which represents 71 % of Sharm El Sheikh Hotels have been allowed the researchers to run this research (Egyptian Hotel Association, 2021) they were as shown in table (1).

Table 1: Summary of the investigated Sharm El Sheikh Hotels

Characteristics of the Investigated Hotels in Sharm El Sheikh		
No.	Hotel Name	No. of rooms
1.	Baron Palms Sharm El Sheikh	238
2.	Baron Resort Sharm El Sheikh	360
3.	Concorde El Salam Hotel Sharm El Sheikh	725
4.	Continental Garden Reef Resort	422
5.	Diamond Sharm Hotel	438
6.	Domina Coral Bay Hotel & Resort	1512 + Time Share
7.	Dreams Beach Resort	483
8.	Four Seasons Resort Sharm El Sheikh	238
9.	Grand Plaza Resort Sharm El Sheikh	458
10.	Grand Rotana Resort & SPA	626
11.	Hyatt Regency Sharm El Sheikh Hotel	471
12.	Hilton Sharm Dreams Resort	394+time share
13.	Hilton Sharm Waterfalls Resort	401+time share
14.	Iberotel Palace Sharm El Sheikh	263
15.	Jaz Mirable Beach Resort	1001
16.	Jaz Belvedere	317
17.	Kiroseiz Resort	702
18.	Laguna Vista Beach & Garden Resort	521
19.	Maritim Jolie Ville Golf and Resort	418
20.	Maritim Jolie Ville Resort& Casino	396
21.	Marriott Hotel Sharm El Sheikh	520
22.	Pyramisa Sharm El Sheikh Resort	720+time share
23.	Royal Grand Sharm	358
24.	Royal Rojana Resort	538
25.	Savita Resort and Spa	549
26.	Savoy Hotel Sharm El Sheikh	790
27.	Sharm Plaza Hotel and Resort	398
28.	Sonesta Beach Resort Sharm El Sheikh	520
29.	Stella Sharm Hotel	298
30.	Sunrise Select Island View Resort	492

Results and discussion

This part of the study included the research results of the interview to study the effects of innovative business practices that hotels have undertaken in response to the COVID-19 pandemic: A case study the city of Sharm El-Sheikh hotels. The collected data are interpreted.

Research Tools

Personal interviews

Personal interviews are one of the main sources of evidence which represents one of the key aspects of this study. 150 managers and their assistants (five of those responsible position at each hotel) were investigated in seventeen hotels in Sharm El Sheikh Destination (see Table 1) The overall purpose of these personal interviews is to identify the extent of their awareness and knowledge regarding Study the effects of innovative business practices that hotels have undertaken in response to the COVID-19 pandemic: A case study of Sharm El-Sheikh hotels.

First question: Is the hotel being marketed through various technological means to achieve innovative idea in response to COVID-19 pandemic, if any, what are they?

Please arrange

- Marketing through mobile applications
- Marketing via the hotel's website
- Marketing through social media: Facebook and others....
- Marketing by Augmented Reality Technology.

Study instrument reliability

For all scales, Cronbach's Alpha, correlation coefficient was calculated to regulate the internal consistency of the scale; Reliability coefficient is 0.86 it is over 0.70 it is considered "strong acceptable" in most social science situations. The Cronbach's Alpha reliability was computed and the tests showed that the reliability coefficients for all the instruments were above 0.86, which indicates that the instrument was reliable for being used in order to study the innovative business practices that hotels have undertaken in response to the covid-19 pandemic: case study the city of Sharm El-Sheikh. As shown in the following table: 2.

Table 2: Reliability Statistics

Cronbach's Alpha	No. of Items	No of interviews
.860	4	150

Results

This part of the study included the results of the interviews forms which distributed to the hotel managers and their assistants as well as the key persons which on direct responsibility of departments' managers such as General Manager, rooms division manager, front office manager, sales and marketing managers, hygiene and quality managers, executive chef and sous chefs, food and beverages managers and outlet managers in five star hotels in area of Sharm El Sheikh Area through the personal meetings, telephone calls and the internet in the period of December 2021 to march 2022 “during the peak winter and Christmas periods.

Table 3: Respondent’s Data Analysis regarding the department

Personal data	Frequency	Percent (%)	
Department	General Manager	21	14.0
	Rooms division manager	26	17.3
	Front office manager	27	18.0
	Sales and marketing managers	24	16.0
	Hygiene and quality managers	15	10.0
	Executive chef and sous chefs	16	10.7
	Food and beverages managers	10	6.7
	Other departments	11	7.3
	Total	150	100.0

The sample is chosen randomly from investigators according to department data (n = 150) indicated that investigators percentage of the front office manager was 18.0 %. Followed by rooms division manager by percentage of 17.3% of all investigators; Sales and marketing managers percentage was 16.0% of the investigators.as shown in table (3).

The distribution of the Respondents’ opinion regarding if there internet marketing indicated that managers agree that there is internet marketing by the highest percentage 95.3 %; while the lowest was have no idea by percentage 4.7% by Mean 1.09, and SD. Deviation.42.As shown in table (4).

Table 4: Respondent’s opinion regarding if there internet marketing?

Is there internet marketing?		Frequency	%	Mean	SD	SD Error of Mean
	Yes	143	95.3			
Valid	Have no idea	7	4.7	1.0933	.42326	.03456
	Total	150	100.0			

According to what are the hotel being marketed through various technological means to achieve sustainability the table (4) showed that (97.87%) of studied samples indicated that in accordance to the 1st acceptance average level was the Marketing through mobile applications, with mean (4.89) and SD (0.647). In the 2nd position with (96.67%) indicate that the Marketing via the hotel's website, with mean (4.83) and SD (0.939).About the 3rd priority (96.40%) of them indicated that the Marketing through social media: Facebook and others....., with mean (4.82) and SD (0.871). Followed in the 4th importance (92.80%) of them indicated that the marketing by augmented reality technology, with mean (4.64) and SD (0.811).

Concerning the hotel being marketed through various technological the total agree level indicated that the delivery bag is clean and continually sanitized, with mean (4.79) and SD (0.442).as shown in table (5).

Table (5): The hotel being marketed through various technological means to achieve sustainability(n = 150)

	Totally disagree		Disagree		Neutral		Agree		Totally agree		Mean	SD	Av %	Rank	
	No.	%	No.	%	No.	%	No.	%	No.	%					
1. Marketing through mobile applications	0	0.0	0	0.0	3	2.0	10	6.7	137	91.3	4.8933	.36905	0.647	97.87	1
2. Marketing via the hotel's website	0	0.0	0	0.0	6	4.0	13	8.7	131	87.3	4.8333	.46942	0.939	96.67	2
3. Marketing through social media: Facebook and others....	0	0.0	0	0.0	3	2.0	21	14.0	126	84.0	4.8200	.43458	0.871	96.40	3
4. Marketing by Augmented Reality Technology	0	0.0	6	4.0	7	4.7	22	14.7	115	76.7	4.6400	.75334	0.811	92.80	4
Total acceptance average											4.7967	.03613	.44249		

Regarding the research hypothesis test there are statistically significant differences relationships between the marketed various technological tools the hotel use to achieve sustainability of selected hotels, Mean Rank from “2.28” to “2.65” Chi-Square “43.840”, Correlation was significant “.000” as shown in Tables 6,7 and figure 1.

Table 6: a. Friedman Test (N. 150).

Ranks	Mean Rank	a. Friedman Test (N. 434).		
		Chi-Square	df	Asymp. Sig.
Marketing through mobile applications	2.65			
Marketing via the hotel's website	2.57			
Marketing through social media: Facebook and others....	2.50	43.840	3	.000
Marketing by Augmented Reality Technology	2.28			

Table 7: Hypothesis test summary.

Null Hypothesis	Test	Sig.	Decision
The distribution of (Marketing through mobile applications; Marketing via the hotel's website; Marketing through social media: Facebook and others; Marketing by Augmented Reality Technology) are the same.	Related samples friedman’s two-way analysis of variance by ranks Related samples Kruskal Wallis Test analysis of variance by department	0.000	Reject the null hypothesis

Asymptotic significances are displayed. The significance level is 0.05.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distributions of mobile applications, hotel website, social media and Reality Technology are the same.	Related-Samples Friedman's Two-Way Analysis of Variance by Ranks	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Figure 1. Hypothesis test by Friedman Test

The first hypotheses were tested using NPar Tests “Kruskal-Wallis Test”. Test Statistics^{a,b} (a. Kruskal Wallis Test for the hotel being marketed through various technological means to achieve sustainability on the main variables of the study (Marketing through mobile applications; Marketing via the hotel's website; Marketing through social media: Facebook and others; Marketing by Augmented Reality Technology); and b. Grouping Variable: department). Results shows that there is strong impact of the applying various technological means to achieve

sustainability, with (Chi-Square) values ranging from (47.113) to (87.775); Asymp. Sig. (.000) this indicates there is statistically significant relations differences between the different tools.

These results agreed with H1: There are significant impact differences of hotel being marketed through various technological means to achieve sustainability on the main variables of the study (Marketing through mobile applications; Marketing via the hotel's website; Marketing through social media: Facebook and others; Marketing by Augmented Reality Technology). As shown in table (8 and figure 2).

Table 8: Respondents’ opinions regarding various technological means to achieve innovative idea in accordance to the resonant’ departments NPar Tests

Ranks		Test Statistics ^{a,b}			
		N	Mean Rank	Chi-Square	Asymp. Sig.
Marketing through mobile applications	General Manager	21	82.00	87.775	.000
	Rooms division manager	26	82.00		
	Front office manager	27	82.00		
	Sales and marketing managers,	24	82.00		
	Hygiene and quality managers,	15	82.00		
	Executive chef and sous chefs	16	68.22		
	Food and beverages managers	10	74.65		
	Other departments	11	20.09		
Marketing through social media: Facebook and others....	General Manager	21	74.71	68.725	.000
	Rooms division manager	26	85.00		
	Front office manager	27	85.00		
	Sales and marketing managers,	24	85.00		
	Hygiene and quality managers,	15	85.00		
	Executive chef and sous chefs	16	71.50		
	Food and beverages managers	10	53.35		
	Other departments	11	23.50		
Marketing through social media: Facebook and others....	General Manager	21	73.50	47.113	.000
	Rooms division manager	26	81.85		
	Front office manager	27	76.61		
	Sales and marketing managers,	24	87.50		
	Hygiene and quality managers,	15	87.50		
	Executive chef and sous chefs	16	73.72		
	Food and beverages managers	10	72.80		
	Other departments	11	24.09		
Marketing by Augmented Reality Technology	General Manager	21	83.21	75.088	.000
	Rooms division manager	26	82.46		
	Front office manager	27	93.00		
	Sales and marketing managers,	24	93.00		
	Hygiene and quality managers,	15	88.43		
	Executive chef and sous chefs	16	42.38		
Food and beverages managers	10	38.60			
	Other departments	11	27.27		

a. Kruskal Wallis Test

b. Grouping Variable: department

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of mobile applications is the same across categories of department.	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.
2	The distribution of hotel website is the same across categories of department.	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.
3	The distribution of social media is the same across categories of department.	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.
4	The distribution of Reality Technology is the same across categories of department.	Independent-Samples Kruskal-Wallis Test	.000	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

Figure 2. Hypothesis test by NPar Tests “Kruskal Wallis Test”

Results showed that there is a significant correlation between various marketing technological tools the hotel use, there is a significant positive correlation between ” Marketing through mobile applications; Marketing via the hotel's website; Marketing through social media: Facebook and others; Marketing by Augmented Reality Technology “. With (r) values ranging from (0. 518) to (0..800) (p<.01) **. Correlation was significant at the 0.01 level (1-tailed).

This agreed with H2: There are significant relationships between the main variables of the study (Marketing through mobile applications; Marketing via the hotel's website; Marketing through social media: Facebook and others; Marketing by Augmented Reality Technology). As shown in table 9.

Table (9): Correlation between various marketing technological tools the hotel use

Correlations			Mobile applications	Hotel website	Social media	Reality Technology
Marketing through mobile applications	Pearson Correlation	1				
Marketing via the hotel's website	Sig. (1-tailed)					
Marketing through social media: Facebook and others....	Pearson Correlation	.749**	1			
Marketing by Augmented Reality Technology	Sig. (1-tailed)	.000				
	Pearson Correlation	.800**	.609**	1		
	Sig. (1-tailed)	.000	.000			
	Pearson Correlation	.682**	.759**	.518**	1	
	Sig. (1-tailed)	.000	.000	.000		

** . Correlation is significant at the 0.01 level (1-tailed).

Question 2: Are offers for cooperation: financing or marketing made with the hotel, the places and the surrounding community?

The respondents were asked about do they have any idea about the offers for cooperation: financing or marketing made with the hotel, the places and the surrounding community. The majority “three quarters” of the respondents “75 %” choose yes the have offers for cooperation: financing or marketing made with the hotel, the places and the surrounding community in order to innovative business practices that hotels have undertaken in response to the COVID-19 pandemic. While in the other hand one quarter of the respondents stated that they don’t have an idea about offers for cooperation: financing or marketing made with the hotel, the places and the surrounding community. These results agreed with Muriithi (2015); Kelly et al. (2016); Youssef et al. (2018).

If yes, please explain what are the offers for cooperation; financing or marketing made with the hotel, the places and the surrounding community that hotels use?

The respondents were asked about the offers for cooperation: financing or marketing made with the hotel, the places and the surrounding community the hotels use.

Majority of the respondents indicate that hotels have many offers for cooperation: financing or marketing made with the hotel, the places and the surrounding community such as : Social Media Marketing (Most hotels in marketing and advertising have some sort of Facebook, Twitter, and Instagram presence, where businesses can come into direct contact with other companies, potential guests, not to mention influencers); Web pages (Website): They are electronic pages through the Internet contains a description about an item or service intended for sale, and there are phrases that encourage individual buyers to implement appropriate procedures for purchasing, such as using the Buy Now option; Free Samples: is the implementation of marketing by providing Free samples of the marketing product; Email: It is one of the distinguished ways to present sales marketing offers to individuals; Online advertising: It is a type of modern advertising that is better than published ads. through newspapers and magazines; Advertising using social media (Social Media Advertising); Modern Marketing Jobs Marketing in its work fields is concerned with the application of a set of modern functions, namely; Setting (Setting): It is a job that depends on the role of marketing in achieving equalization in the process of commercial exchange by establishing demand that includes development Planning products.

The first objective is to ensure a high-quality hotel experience and to a sound and memorable marketing content. The partnerships with other businesses from different countries compose the third objective, which would contribute to enriching customer experience.

The hotel is characterized by cutthroat competition, meaning businesses are always engaging in ways to attract and retain customers. The concept of partnership marketing the way it works is that two or more businesses with a mutual interest can collaborate to achieve their desired objectives. This marketing strategy is especially lucrative in the hotel sector since you can provide the primary services, and seek to partner with another business that compliments it, thus improving the value of the services offers. By partnership marketing, hotels can gain new customers, boost business, add value to their services, reach new market segments, and it is efficient and cost-effective. Moreover, Partnership marketing allows hotel businesses a quick, low cost, and simple way to align their brands with other businesses. It is now common to find hotels partnering with tourist boards, credit card companies, fitness brands, tour and travel companies, social networking sites, and internet providers among others. These results agreed with Bilgihan et al. (2016); Murphy et al. (2017); Kim and Kim (2018); Lukanova and Ilieva (2019).

Many offers for cooperation: financing or marketing made with the hotel, the places and the surrounding community such as partnership marketing, Social Media Marketing. Moreover, many of the respondents explain their response that their hotels use offers for cooperation: financing or marketing made with the hotel with the right channel and right message at the right time. It similarly helps teams bring into line around a strategy that will drive long-term value: acquiring high-value guest, and increase customer retention; modern technologies in marketing practices play a major role in influencing the guest choice for the hotel. Most of the guests explain their response that the modern technologies in marketing practices are a very important and attractive element to select the hotel. While in the other hand the few respondents that say no they explain there are many factors working together to attract the guest such as price, promotion, product, service quality, the facilities, and the atmosphere.

Furthermore, some of the respondents supposed that offers for cooperation: financing or marketing made with the hotel plays a major role in the guests' satisfaction in the hotel through the power of word of mouth. Customer satisfaction is a vital aim. Let the guest consider the hotel as always his first choice in this location; encourage the guest to recommend the hotel to friends and relatives. Furthermore, Tourism Websites; Specialized platforms (Facebook, Twitter, Viber, Telegram, Tango).

Furthermore, few of the respondents accepted those the hotels have the system's use of Offers for cooperation: financing or marketing made with the hotel such as : Extended Reality (Extended reality assist hotel businesses and brands in engaging audiences, shaping guest perception “especially of the hotel services”, as well as provide interactive, consumer-driven marketing solutions that could possibly transform marketing at large); Machine Learning and Artificial Intelligence (Are helping marketers gain deeper insights into risk prediction. helping hotel guide guest through sales funnels and execute effective direct response marketing), Artificial intelligence (including deep learning and machine learning); Big data (especially when used for personalization); Virtual Technology (The Covid-19 pandemic forced most hotel advertisers to use Digital Marketing. Building a website and having an online presence is tedious work. Many services provide online visual content to help build a slick, user-friendly website). furthermore, Voice Search and Voice Control; Contactless Payments; Robots in Hotels & Restaurants; Virtual Reality; Mobile Check-In, Mobile (especially when using geolocation technologies); Recognition Technology; Internet of Things (IoT); Augmented Reality; Cybersecurity; Big Data. Augmented reality, virtual reality, and mixed reality (some are now referring to this as XR: extended reality); Bots, chatbots, and messaging; Voice-first computing (voice search, smart assistants, voice-based commerce, voice-first interfaces); Block chain and cryptocurrencies; Messaging and brand (in other words, no technology at all).

Question 3: Has employment been reduced inside the hotel as a negative impact of COVID-19

The respondents were asked about has employment been reduced inside the hotel during the corona crisis. The majority “86%” of the respondents “129” choose yes the hotel employment has been reduced inside the hotel during the corona crisis and they reducing the number of workers and their resorting to the complete liquidation of large numbers of workers; in order to innovative business practices that hotels have undertaken in response to the COVID-19 pandemic. While in the other hand one 14 % of the respondents stated that “No” and their hotels use another strategies such as : implementing cost cutting measures including layoffs, reduced salaries, furloughs, and reduced work hours to preserve liquidity; furthermore, Paid open holidays; Leaves granted to employees are extended and counted from their leave balance. These results agreed with.

Question 4: Was the occupancy rate inside the hotel affected? What is the extent of its decline after the first year of the pandemic?

The respondents were asked about was the occupancy rate inside the hotel affected during the corona crisis. The majority “96%” of the respondents “144” choose yes the hotel occupancy rate inside the hotel was affected during the corona crisis. While in the other hand one only two of investigated “4 %” of the respondents stated that they don’t have idea about the occupancy rate. These results agreed with.

What is the extent of its decline after the first year of the pandemic?

The respondents were asked about what is the extent of its decline after the first year of the pandemic. Most of the respondents “70%” “105 investigators” stated that high extent of its decline after the first year of the pandemic.

Furthermore, some of the respondents added that before COVID-19, travel and tourism had become one of the most important sectors in the world economy, accounting for 10 percent of global GDP and more than 320 million jobs worldwide. The tourism industry is one of the industries most affected by the emerging Corona Virus (Covid-19) crisis. In the year since the outbreak of this pandemic, the relevant authorities have published alarming numbers: tourist destinations recorded a decline in the number of foreign tourists in 2020 by one billion tourists compared to 2019. The sharp decline in international travel led to a loss of about 1.3 trillion dollars in export earnings, more than 11 times the loss suffered by the world during the last economic crisis in 2009. An estimated 100 million to 120 million jobs in the tourism sector are at risk, a large proportion of which are in small and medium-sized enterprises. These results agreed with International Monetary Fund (2022). And World Health Organization (WHO) (2022).

Furthermore, some of the respondents added that after a year of decline in the risks left by the Corona pandemic on the global travel and tourism sector, strategic analysts expected that Egyptian tourism would tend to recover in the second half of this year, which coincides with the stocks listed on the Egyptian Stock Exchange towards recovery. Furthermore, few of the respondents Sayed According to data from the Central Bank of Egypt, the Egyptian tourism sector, which was contributing about 12% of GDP before the pandemic, witnessed further recovery during 2021 with the return of international travel, with revenues rising by about 20% in the first half of 2021 compared to the previous year. Additionally, the current period is witnessing a state of stability in the rates of reservations, especially after the return of Russian tourism to the city. These results agreed with "Hosney (2022) .

Furthermore, few of the respondents added that the Egyptian tourism sector is one of the sectors most affected by the Corona crisis. The Corona pandemic robbed about 70 percent of Egypt’s tourism revenues during 2020, after the number of tourists fell to 3.5 million over the entire past year. Egyptian tourism revenues declined to about \$4 billion in 2020, compared to \$13 billion in 2019. The Egyptian tourism sector was severely damaged amid the outbreak of the "Corona" pandemic, after the number of foreign tourists who visited Egypt decreased from 13 million tourists in 2019 to about 3.5 million tourists last year. The most prominent crises facing hotel and tourist establishments is the decline in the occupancy rate in hotels, especially those owned by the state, and that some of these hotels have reduced occupancy to less than 10 percent. She added, "It is important for there to be more support to rescue hotels from their stumble, and we currently need urgent financing and facilities from banks, so that hotels and tourist establishments can fulfill their obligations towards workers and employees, as well as their obligations towards others, in addition to exempting these facilities from Pay

the dues of government agencies such as gas, electricity, water and insurances for a period of no less than six months, so that you can continue.

Furthermore, few of the respondents added that the Egyptian government's focus has shifted from the importance of visitor numbers to maintaining Egypt as a safe destination despite the Corona crisis. They pointed out that the number of hotels that obtained licenses to operate in accordance with the new regulations reached about 700 hotels out of a total of 1,200, and that the occupancy rates of foreign tourism in hotels currently average between 10 and 15 percent compared to 2019 numbers. Last March, the Egyptian government decided to close all hotels and tourist attractions for a period of two months, before gradually reopening them in May to tourists and visitors by 50 percent, with the reopening of Egyptian airports to international commercial flights last July.

Furthermore, few of the respondents added that Egypt Tourism Industry and COVID-19 the tourism industry constitutes one of the leading economic sectors in Egypt, which contributes 9.3% to national GDP. Also, the travel and tourism industry provides 2.49 million jobs, which represents 9.7% of the total employment in Egypt (WTTC, 2020). The COVID-19 pandemic impacts the tourism industry in Egypt as all other countries over the world (Breisinger et al., 2020), while the governmental estimation for the loss is around USD 1 billion per month of income from tourism, which contributes to 12% of the national GDP. Also, 138,000 jobs in tourism are at risk. The negative impacts of the crisis are expected to impact further to at least 2.49 million people employed by the tourism industry, which represents around 10% of the total employment, the third-largest sector in Egypt (WTTC, 2020).

Furthermore, few of the respondents added that although the tourism sector is negatively affected, it was an opportunity to develop the sector, improve performance, and re-evaluate the situation. They continued, "The decrease in numbers in hotels or tourist attractions allowed the government to raise the efficiency of the sector at the level of equipment and infrastructure, and to raise the efficiency of the human element, as well as structural and technical matters".

Furthermore, few of the respondents added that the need to activate the role of the sub-accounts unit in the tourism sector, which enables the state to analyze all data related to tourism and build a real strategy with realistic and verifiable targets. In a related context, the Central Bank of Egypt extended, on Sunday, January 3, the work period for the two troubled clients' initiatives of legal persons and companies operating in the tourism sector, for an additional six months ending on June 30, 2021.

Furthermore, few of the respondents added that in a statement that this comes in light of the continuing repercussions of the "Covid-19" crisis, and with the aim of achieving the desired goals of the initiatives by benefiting the largest number of defaulting customers from them.

Furthermore, few of the respondents added that it was decided to extend the work period for the initiative of legal persons, whether or not judicial proceedings were taken against them, from clients with doubtful debts, whose debts amounted to less than 10 million pounds at the end of September 2019 without returns, as well as the initiative of working legal persons. In the tourism sector, irregular customers whose debts amount to 10 million pounds or more, excluding returns. The Central Bank of Egypt clarified that based on this initiative, whether for defaulting customers or companies operating in the tourism sector, customers will be removed from the ban lists, and all traded and mutual cases with the courts will be waived as soon as the payment terms are agreed upon, and all guarantees related to indebtedness are

released, in the event that The customer pays in cash or in kind if the bank accepts the payment in kind a specific percentage of the debt balance, determined according to his cash flows and the study of the bank. The officially announced proposals included proceeding with the procedures for suspending administrative detention on hotel and tourism projects for another year, ending on December 31, 2021, and exempting from paying real estate tax on hotel and tourist establishments, from January 1 to April 30. (April) 2021. The proposals included scheduling some debts and dues on hotel and tourist facilities resulting from the Corona crisis for a period of 36 months, in the interest of the state's public utilities such as electricity, water and gas, in addition to postponing the payment of some government fees for Nile marinas, and postponing the payment of 60 percent of the dues for the monthly electricity consumption. And gas and water for hotel facilities, as well as tourist facilities in the tourist governorates. These results agreed with El Gamal (2021).

The outbreak of the Corona virus caused huge losses to the tourism sector around the world during the first half of the year, according to the World Tourism Organization. The closure of borders and quarantine in several countries caused a decline in the number of tourists in the world by 65% in the first half of this year, and the organization believes that returning to the pre-pandemic level "in terms of tourist arrivals will take between two and four years". These results agreed with France 24 (2020)" Furthermore, few of the respondents added that The discussions resulted in three clear steps towards building a better future for tourism. First, to improve the level of travellers' confidence; second, understanding and tracking new market trends and demand drivers; Third, a commitment to building more inclusive and resilient tourism sectors, by capitalizing on a renewed interest in sustainability - something of long-term importance. The path to recovery in the travel and tourism sector will require a spirit of innovation and cooperation. And while the pandemic is far from over, we must also plan to build a better future – in terms of engagement at the levels of government, the private sector, civil society and other partners – and prepare to change business models and governance structures to meet new and different demand. Clearly generalizing measures to rebuild investor and consumer confidence will be important in the short term. In the long term, enhancing sustainability and resilience, and sharing benefits more equitably, will also be critical. Taken together, these approaches can revitalize the global tourism sector, harnessing its market power to support economies, create jobs, and drive the outcomes of a development process that prioritizes people and their communities". These results agreed with Breisinger et al. (2020)

This paper concluded that using modern technology in customer contact department in hotels has innovative effect on business practice specially during and after pandemic. It is an opportunity to develop the sector, improve performance, and re-evaluate the situation as the research resulted that. There are significant impact differences of hotel being marketed through various technological means to achieve sustainability on the main variables of the study (Marketing through mobile applications; Marketing via the hotel's website; Marketing through social media: Facebook and others; Marketing by Augmented Reality Technology. The distribution of the Respondent's opinion regarding if there internet marketing indicated that managers agree that there is internet marketing by the highest percentage 95.3 %; while the lowest was have no idea by percentage 4.7%. The majority "three quarters" of the respondents "75 %" choose yes they have offers for cooperation: financing or marketing made with the hotel, the places and the surrounding community in order to innovative business practices that hotels have undertaken in response to the COVID-19. The respondents were asked about has employment been reduced inside the hotel during the corona crisis. The majority "86%" of the respondents"129" choose yes the hotel employment has been reduced inside the hotel during the corona crisis. The respondents were asked about what is the extent

of its decline after the first year of the pandemic. Most of the respondents “70%” “105 investigators” stated that high extent of its decline after the first year of the pandemic.

Recommendations

- It's recommended to use technological tools in marketing specially in customer contact departments in hotels during and after pandemic.
- During COVID-19 pandemic it's recommended to use creative managerial process in hotels as innovative practice and after pandemic.

دراسة تطوير ممارسات الأعمال التي تتخذها الفنادق كاستجابة لجائحة الكوفيد-19: دراسة حالة فنادق مدينة شرم الشيخ

المستخلص

إن البداية المفاجئة والسريعة الكبيرة التي إحتاج بها كوفيد-19 العالم أثرت على الكثير من الأعمال القائمة، كما أن طبيعة الأزمة أثبتت تأثير قطاع صناعة الضيافة بشدة. لذلك كانت الحاجة ملحة لدراسة إستخدام تطوير جديد. وتهدف الدراسة إلى دراسة تأثير إتخاذ الخطوات المتطورة في ممارسة العمل داخل الفندق كاستجابة لجائحة الكوفيد-19. دراسة تأثير الازمات السابقة على قطاع الضيافة والاستجابة التي تم اتخاذها للخروج من الأزمة. وقد استخدمت الطريقة النوعية في المنهجية للدراسة على فنادق مدينة شرم الشيخ الخمسة نجوم بطريقة الأسئلة الشخصية لتقييم تأثير الكوفيد-19 على سياسة التسويق والادارة داخل الفندق. عندما تحدث أزمة مثل أزمة جائحة الكوفيد-19 فإنها تجبر مؤسسات خدمات الضيافة وبالأخص الفنادق لتغيير سياستها الإدارية وخاصة في التسويق وتقديم الخدمات للعملاء حيث اضطرت عددا من الفنادق لتقليل عدد العاملين بها كما اضطرت غيرها لتخفيض المرتبات وتقليل عدد ساعات العمل وتطوير الوسائل التكنولوجية الحديثة في التسويق. وتوصى الدراسة بضرورة استخدام الوسائل التكنولوجية الحديثة في التسويق وخاصة في أقسام الاتصال المباشر بالعملاء في الفنادق أثناء وبعد جائحة كورونا كما توصى باتباع عملية إدارية مبتكرة في الفنادق كاستجابة خلاقة لجائحة كورونا.

الكلمات الدالة: الإبتكار الفندقى- التسويق الفندقى- تقديم الخدمات- فنادق شرم الشيخ- تطوير العملية الإدارية

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