



**Minia University**  
**Faculty of Tourism and Hotels**  
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## **Minia Journal of Tourism and Hospitality Research (MJTHR)**

### **Aim and scope**

Minia Journal of Tourism and Hospitality Research (MJTHR) encourages the scholarly community to submit articles and reviews in all areas related to Tourism and Hospitality. All accepted articles will be peer reviewed prior acceptance. The reviewing process takes 6 to 8 weeks. The journal is published twice a year (June and December) by the Faculty of Tourism and Hotels, Minia University.

### **Submission of Articles**

All manuscripts should be submitted to the MJTHR editorial board by email at [tourism.journal@mu.edu.eg](mailto:tourism.journal@mu.edu.eg). Manuscripts should be sent as attachments. Authors should send their manuscripts in MS Word format. All tables, figures and photographs should be sent as separate files. Authors should identify themselves and their institutional affiliation, if any.

### **Guidelines for Authors**

Authors are highly advised to prepare manuscripts according to the following criteria:

#### 1- Font Size:

- Paper title and author name: 14 bold
- Headings: 12 bold
- Text: 12

#### 2- Font Type: Times New Roman

#### 3- Line Space: Single spaced

#### 4- Paragraph space:

- Before: 3 pt.
- After: 0 pt.

#### 5- Paper size: B5 (ISO) 17.6 cm\*25 cm

#### 6- Margins:

- Top = 2.5 cm
- Bottom = 2 cm
- Left = 3 cm
- Right = 2 cm

7- Paragraph indentation:

- Before text: 0 pt.
- After text: 0 pt.

8- Citation styles: the journal accepts the following styles

- Harvard citation style
- Chicago citation style (Footnote)

**Manuscript size**

- Title: maximum of 25 words
- Abstract: 300 words
- Keywords: 8 keywords
- Text: Maximum of 8000 words (or 25 pages of the B5 size)

## **Editorial**

It is my pleasure to introduce the first issue of the Minia Journal of Tourism and Hospitality Research (MJTHR). This issue covers a very broad range of topics. The articles themselves cover a variety of subjects in the fields of Tourist Guidance, Tourism Studies, and Hospitality Management.

Kamal looks at statuettes of naked women in Pharaonic tombs as symbols of regeneration and fertility, ensuring the sexual powers of the deceased in the hereafter. Dealing with the words with animal signs in the war scenes of King Ramesses III in the Temple of Medinet Habu, Zaki highlights the use of such signs/words as metaphoric descriptions for the legendary power of the Pharaoh. Okasha addresses large commemorative scarabs recording the deeds of King Amenhotep III. Such scarabs are made of a variety of material and shapes.

El-Tokhey, Yehia, and Mahmoud consider the political role of Al-Azhar during World War II (1939-1945), demonstrating its influence in the Egyptian national movement against British authorities in Egypt and the sympathy it showed for the Axis. The article draws attention to the political role of Al-Azhar in times of crises. Abdelrahman looks at oil production in Egypt in the years 1869-1948, demonstrating that the oil business in Egypt began by foreign hands before the Egyptians took on responsibility of its management and development. Marie provides first publication of the architectural design and textual iconography of the mosque of Sidi Khames in the village of Sahil al-Jawaber in Menoufia.

The field of Tourism Studies is represented by a number of articles, which cover a variety of subject matters. In her exploratory article, Zaki discusses the impact of the Internet and online booking on travel agencies, highlighting the importance of the awareness of the changes in travel and tourism industry and the increasing use by travelers of the Internet in tourism field. Using TSA system as a method to measure financial leakage and economic linkage in Egyptian tourism economy, Anter has indicated that leakage is estimated at 16.4 % at the maximum, while there is a good linkage with other sectors like agriculture.

Abdeljalil and Ezzat focus on the concept of “de-marketing” as a new management and marketing approach, which can be effectively used to demarket some tourist products in order to encourage other products. In their view, the full recognition of the merits of “de-marketing” would help remarketing tourist products to the higher yielding markets. With Othman, Abdeljalil and Ezzat assess the image of Egypt on the Mega websites using the Netnography method. The research is based on the analysis of the contents of Trip Advisor, one of the worldwide leading Mega websites in tourism sector. Abdelatif looks at the impact of the strategy of tourism investment on tourism traffic to Egypt, taking Ain el-Sokhna as a case study. Haredy evaluates the application of Tourism Information System (TIS) as a means of development of managerial performance in Egyptian Tourism Authority.

A number of articles cover different topics in the field of Hospitality. Zineldin, Mohamed, and Abbas argue that social status, the nature of work, promotion opportunities, pay and benefits, and co-working are the main factors that influence the decision of the students of Tourism Studies Department in University Faculties toward working in hospitality industry. Using a mixed methodological approach, Mohammad, Jones, Dawood, and Fayed showed that Cairo hotels regularly witness periods of demand downturn. This has been the outcome of financial problems and political instability in addition to low-quality services and products of the hotels, recommending the improvements of these deficiencies in order to avoid such regular demand downturn. The current issue also includes a summary of M.Sc. thesis entitled “The Impact of Prolonged Waiting Time of Food Service on Customers’ Satisfaction” by Abdelmawgood, Dawood, and Moussa, who stress the strong relationship between actual waiting time and customer’s satisfaction.

I would like to thank the editorial team and all the contributors to this issue.

**Editor-in-chief**

***Prof. Hassan Sanad***

## Contents

Brides of the Dead in Ancient Egypt <b>Samar Mostafa Kamal</b> .....	1
Internet vs. Travel Agencies: the Effect of Online Booking on Travelers Purchasing Behavior and the Future of Travel Agencies <b>Dalia Zaki</b> .....	19
Studying the Perceptions of Hotel Studies Department Students in University Faculties toward Working in Hospitality Industry <b>Mohamed Zineldin, Ahmed Mohamed, Ahmed Abbas</b> .....	40
Some Comments on the Animal Signs in the Military Texts of Ramesses III at the Temple of Madinet Habu <b>Hesham Ezz Eldin Zaki</b> .....	61
Al-Azhar's Political Role during World War II (1939-1945) <b>Nabil El-Tokhey, Enas Yehia, Abd El Rheem Mahmoud</b> .....	83
Managing Demand Downturn for Hotel Rooms: Evidence from Cairo Hotels <b>Abuelkassem Mohammad, Eleri Jones, Abdelbary Dawood, Hanaa Fayed</b> .....	101
Measuring Financial Leakage and Linkage of Tourism in Egyptian Economy using TSA approach <b>M. Anter</b> .....	127
Demarketing Tourist Products in Egypt: A New Management and Marketing Approach <b>Sabreen G. Abdeljalil, Mohammad Ezzat</b> .....	145
Assessing the Tourism Image of Egypt on the Mega Websites Using the Netnography Method <b>Asmaa Othman, Mohamed Ezzat, Sabreen Abd Eljalil</b> .....	166
Cooking and Cooker Scenes in Ancient Egyptian Middle Kingdom Private Tombs <b>Ahmed Ebied Ali Hamed</b> .....	191
The scarabs of king Amenhotep III <b>Alaa Okasha</b> .....	210
Dawn of Oil production in Modern Egypt (1869-1948) <b>Hend Mohammed Abdel-Rahman</b> .....	224
The Impact of Prolonged Waiting Time of Food Service on Customers' Satisfaction (M.Sc. Conclusion) <b>Mohamed Taha, Abdelbary Dawood, Mohamed Moussa</b> .....	247
The Impact of Tourism Investment Strategy on the Tourism Movement in Egypt (Applying on Al Ain Alsokhna) <b>Alaa eldin Osama Abd ellatif</b> .....	252



Evaluate tourism information systems in the Egyptian Tourist Authority ( ETA )

**Basem Mahmoud Abouelella Haredy** ..... 290

Mosque of Sidi Khamees in the village of Sahil al-Jawaber in Menoufia (1327 H./1909 A.D.)

**Moataz Ahmed Abdal-Hameed Marie**..... 319