BSU International Journal of Tourism, Archaeology and Hospitality

Available Online: https://ijtah.journals.ekb.eg/

Online ISSN: 2812-6041   Print ISSN: 2812-6033

The perspective of Stakeholders in Developing Accommodations places and its Impact on the Occupancy Rate in Beni-Suef Governorate

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Abstract

In many countries around the world, the accommodation industry plays an important role in the economy, as it is a service industry that employs a large number of employees. Despite the fact that it is not a new industry, it has become increasingly important in many developing and developed countries.

So, this research investigates accommodation development's impact on occupancy rate in Beni Suef Governorate to inform tourism industry enhancement strategies. So, the research examines influences on occupancy rates in a region economically reliant on tourism.

The research used semi-structured interviews with ten diverse stakeholders in Beni Suef Governorate. The interviews provided qualitative insights on service quality, obstacles to tourism growth, facility conditions, and recommendations for the accommodation sector.

The findings provided qualitative perspectives on deficiencies in staff capabilities, infrastructure gaps, bureaucratic hurdles, limited marketing, and the need for investment in aging facilities. The findings also highlighting the importance of enhancing accommodation quality, overcoming obstacles, and improving facilities to increase occupancy.

Specific recommendations based on the interviews included staff training, coordinated marketing efforts, addressing licensing issues, renovations, and public-private partnerships.

Keywords: Beni-Suef Governorate, Developing accommodation places, Occupancy rates, Stakeholders perspective.

Introduction

Beni-Suef's long history and rich cultural heritage, along with its diverse natural landscapes and artistic wealth, have reshaped its identity as a tourist destination beyond just an archaeological site. The range of tourism activities and offerings in Beni-Suef has expanded enormously in recent years. It now includes Nile River tourism, medical tourism, desert and safari excursions, eco-tourism, conferences, sporting events, festivals, shopping, religious pilgrimages, leisure travel, and Nile cruises. Beni Suef is no longer solely a destination for archeology enthusiasts,

but rather caters to a wide variety of tourists interested in its broad selection of attractions and activities (Mansour, 2018; Abdel Aziz & Abdel Salam, 2022).

The development of the accommodation sector along with the development of the hotel industry to serve travelers for business or leisure purposes, especially since the desire, needs and abilities of individuals to reside away from their permanent places of residence were born, and this rapid growth was mainly linked to the development in transportation systems and technical progress during the twentieth century, in addition to the increase In the many patterns of trade and business, the increase in wealth rates and the rise in incomes that individuals allocate to spending on travel, all of which naturally led to the tangible and huge global increase in accommodation business and the consequent demand for accommodation. The demand for accommodation in itself varies greatly in its nature and components, and the differences between business travelers 'and those leisure travelers' requests can be identified in the type of market, facilities offered, price and location (Wang et al., 2016).

Delivering high-quality service is essential for hotels to accomplish their main objectives of profitability and customer satisfaction. Providing excellent service enables hotels to thrive financially while also ensuring guests have a positive experience that meets their needs and expectations. A commitment to service excellence allows hotels to simultaneously boost their bottom line and keep guests content (Mok et al., 2013).

The problem that this research deals with is related to the trend towards knowing the extent to which hotels in the field of study are able to provide satisfactory levels for the needs of guests from various accommodation services, as the quality of these services is affected by several factors that may make the service provided inconsistent. Because it is presented by staff who are affected by many variables that are difficult to control at many times (Marković et al., 2013). Also, many reports that were conducted in many conferences and bulletins indicated that there are clear deficiencies in the level of providing hotel services in the governorate of Beni Suef, which reflects negatively on customer satisfaction, which leads to not achieving a distinct tourist attraction to Bani Suef Governorate (Beni Suef Governorate, 2021).

It was further supported by publications and reports of the tourism revitalization authority in Beni Suef Governorate (2021), which indicated a noticeable decrease in the number of tourists on tourist nights and a decrease in number of guests and rooms nights. The researcher conducted personal interviews with some of hotel managers in Beni Suef Governorate, as part of a survey study, as well as with a member of the tourism promotion authority in Beni Suef Governorate, who all acknowledged the shortcomings in the development of these institutions and services (Tourism Revitalization Authority in Beni Suef Governorate, 2021).

The problem statement for the research is that hotel industry in Beni Suef Governorate, Egypt is facing challenges in attracting and retaining tourists due to a lack of development in accommodations and services provided (El-Said & El-Said, 2019). This problem is leading to a decrease in the occupancy rate of hotels and youth hostels in the region, resulting in a negative impact on the local economy. There is a need to investigate the impact of the development of accommodations and services on the occupancy rate in Beni Suef Governorate and to identify the obstacles to such development (El-Said & El-Said, 2019; Bani Suef Governorate, 2021).

The research holds critical importance due to the pivotal role of the accommodation industry as a substantial contributor to Egypt's economy, with a specific emphasis on the Beni Suef Governorate. However, there exist significant challenges and problems hindering the development and competitiveness of the accommodation sector in Beni Suef. Notably, there is a lack of understanding regarding the current service quality levels within accommodation

establishments and how this impacts occupancy rates. Additionally, the obstacles impeding accommodation development, such as infrastructure deficiencies, lack of amenities, and service quality issues, have not been comprehensively identified and analyzed in terms of their effects on occupancy.

Furthermore, there is a gap in knowledge concerning the potential impact of improving hotel facilities, infrastructure, and service quality on boosting occupancy rates in Beni Suef. Addressing these problems and bridging the research gaps is crucial, as the advancement of lodging facilities assumes a critical role in attracting and retaining tourists. Consequently, comprehending the influence of accommodation factors on occupancy rates and discerning the key issues impacting the evolution of such facilities is imperative. This understanding can empower policymakers and industry stakeholders to make well-informed decisions, formulate targeted strategies, and implement effective measures to enhance the competitiveness and sustainability of the tourism industry in the Beni Suef Governorate (Rashwan, 2020; Egyptian Tourism Authority, 2021).

By focusing on these pressing problems and challenges faced by the accommodation sector in Beni Suef, the research aims to provide valuable insights, recommendations, and actionable solutions to support the development, service quality improvement, and overall competitiveness of the region's accommodation industry, ultimately contributing to the growth of the local tourism economy.

Despite the importance of the tourism industry and accommodation sector for Beni Suef Governorate's economy, there are significant gaps in understanding the factors influencing hotel occupancy rates in the region. Previous research has not comprehensively examined the current service quality levels of accommodation establishments in Beni Suef and how this impacts occupancy. There is a lack of in-depth analysis on the specific obstacles hindering accommodation development and their effects on occupancy rates. Additionally, the potential impact of improving hotel infrastructure and facilities on boosting occupancy has not been thoroughly investigated in the context of Beni Suef. Moreover, there is a gap in proposing tailored suggestions and actionable recommendations to enhance service quality, address deficiencies, and ultimately increase occupancy rates in Beni Suef's accommodation sector.

As a result of these research gaps, the main aim of this study is to comprehensively assess the impact of accommodation development on the occupancy rates in Beni Suef Governorate's tourism industry. This overarching aim is divided into the following specific objectives:

Assess the current level of service quality within the Beni Suef accommodation establishments and its effect on occupancy rates.

Identify and analyze the key obstacles to the development of accommodation in Beni Suef hotels and evaluate their impact on occupancy rates.

Examine the effect of improving hotel infrastructure, facilities, and amenities on the occupancy rates of Beni Suef accommodation places.

Propose tailored suggestions and practical recommendations that will improve the quality of hotel services and resolve identified deficiencies in Beni Suef accommodation places to boost occupancy.

By addressing these research gaps, the study aims to provide valuable insights and actionable strategies to support the development of Beni Suef's accommodation sector and enhance its competitiveness in attracting tourists, ultimately contributing to the region's economic growth.

Review of Literature

Beni Suef Governorate has been a significant tourist destination for several decades due to its rich history, cultural heritage, and natural beauty. The country has a long-standing history of implementing policies and strategies to promote the development of the tourism industry. The government has invested in the development of new tourist destinations, improved infrastructure, and promoted cultural tourism to attract visitors from around the world. Despite challenges such as political instability and security concerns, the industry has shown resilience and continues to be a significant contributor to government 's economy (Beni Suef Governorate, 2021).

Development of Accommodation

The improvement of hotel infrastructure and facilities has been identified as a key factor in enhancing guest satisfaction and increasing the occupancy rate in the hotel industry. Studies conducted in various contexts have shown that the physical environment of hotels plays a significant role in shaping guest perceptions of service quality and their overall experience. For instance, a study by Kim and Lee (2016) conducted in the United States found that...
[Elaborate on the specific findings of the Kim and Lee (2016) study]
While this study was conducted in the United States context, its findings highlight the importance of hotel infrastructure and facilities in influencing guest satisfaction and occupancy rates. This underscores the potential relevance of such factors in the context of the Beni Suef Governorate in Egypt, where the accommodation sector is a crucial component of the local tourism industry. Improving the structural elements and physical environment of hotels in Beni Suef could potentially yield similar positive impacts on guest experiences and occupancy levels.
By clarifying that the Kim and Lee (2016) study was conducted in the United States, and then drawing parallels to the potential significance of hotel infrastructure in the Beni Suef context, this paragraph establishes the connection and relevance of the cited research to the specific location and focus of the current study.
 found that the quality of the hotel's physical facilities had a positive effect on guest satisfaction and loyalty. Similarly, a study by Eraqi et al., (2000) found that the comfort and cleanliness of the hotel rooms were important factors in guests' decision-making process.
One of the main areas of focus in improving hotel structure is the design and layout of the guest rooms. Research has shown that guest room design and layout can have a significant impact on guest satisfaction and the likelihood of return visits (Law and Cheung, 2006). Other areas of focus include the hotel lobby, restaurants, and recreational facilities. For instance, a study by Yuksel and Yuksel (2008) found that the design and layout of hotel restaurants were important factors in attracting guests and enhancing their dining experience.
In addition to the physical design of hotels, the use of technology in improving hotel structure has also been explored in the literature. Studies have shown that the use of technology, such as mobile apps and self-check-in kiosks, can improve the guest experience by providing greater convenience and efficiency (Xiang and Gretzel, 2010). However, it is important to note that the use of technology should not replace the personal touch and human interaction that is valued by many hotel guests.
The design of hotel buildings and their surrounding environment can also impact the guest experience. For example, a study by Ariffin and Maghzi (2012) found that the exterior design of hotels had a significant impact on guests' satisfaction and loyalty. Similarly, a study by Matute et al., (2016) found that the landscape and outdoor facilities of hotels were important factors in shaping guest experiences and increasing their likelihood of return visits.

Another important aspect of improving hotel structure is the maintenance and upkeep of the physical facilities. Studies have shown that the cleanliness and maintenance of the hotel environment are key factors in guest satisfaction and loyalty (Jones et al., 2005; Ryu & Han, 2010). This includes not only the guest rooms and public areas but also the back-of-house areas that guests may not see but can still impact their overall perception of the hotel.

Finally, the importance of sustainability in hotel design and construction has been highlighted in the literature. Sustainable hotel design can not only improve the guest experience but also contribute to environmental and social responsibility. A study by Kim et al. (2015) found that guests were willing to pay more for eco-friendly hotels and that sustainable design features such as energy-efficient lighting and water conservation systems had a positive impact on guest satisfaction and loyalty.

Role of Developing Accommodation Places in Improving Hotels Occupancy Rates
The occupancy rate is a key performance indicator in the hotel industry and has been extensively studied in the literature. Several factors have been identified as determinants of hotel occupancy rate, including economic indicators, hotel characteristics, and marketing efforts (Johnnson, 2021). One of the main economic indicators that affect hotel occupancy rate is tourism demand, which is driven by factors such as income, exchange rates, and transportation costs. A study by Song et al. (2012) found that tourism demand had a positive effect on hotel occupancy rate.

The location of accommodation places is also a critical factor in improving occupancy rates. (Law and Cheung, 2006) found that the location of accommodation places has a significant impact on the number of tourists who visit a destination. Accommodation places that are situated in areas with high tourism potential, such as near tourist attractions, are more likely to attract visitors and improve occupancy rates.

In addition to location and quality, the use of technology in accommodation development can also improve occupancy rates. According Li and Li (2017), the use of technology in the form of online booking platforms and mobile applications can significantly increase occupancy rates. The study found that tourists prefer to book accommodation online, and accommodation places that offer online booking platforms have higher occupancy rates.

Furthermore, developing accommodation places that cater to the needs of different types of tourists can also improve occupancy rates. Kim and Jang (2018) found that developing accommodation places that cater to the needs of different types of tourists, such as families and business travelers, can improve occupancy rates. The research suggested that accommodation places should offer amenities and services that are tailored to the needs of different types of tourists.
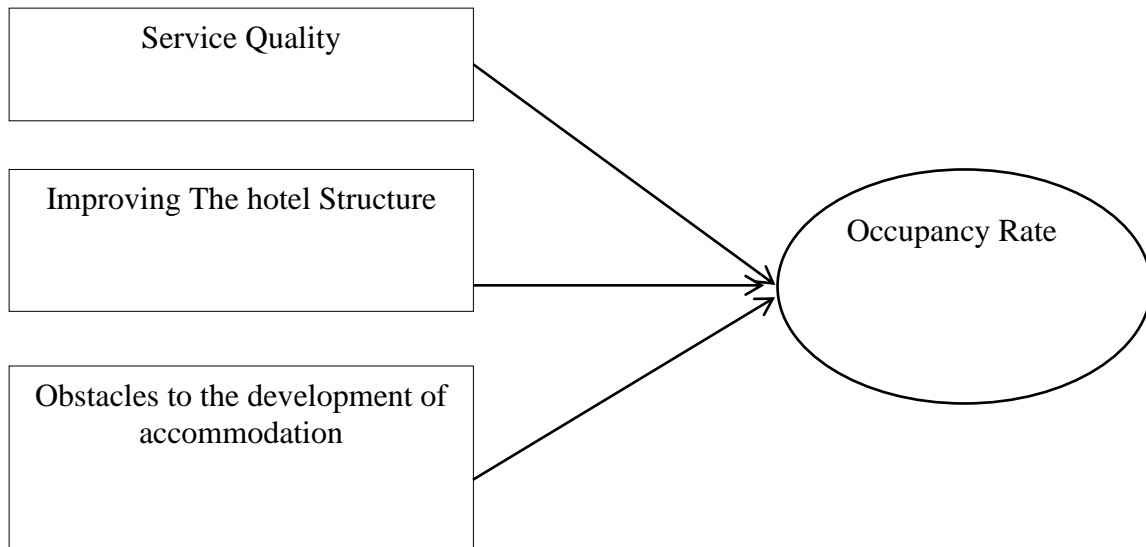
The research Hypothetical Framework

Figure (1) : Hypothetical Framework of The research.
Source: Adopted by The Researcher

According to the previous Framework**,** the research is based on testing the validity of the following hypotheses or not, as follows:
H1: There is a significant effect of the services quality provided on the occupancy rate in Beni Suef hotels.
H2: There is a significant effect of the obstacles to the development of accommodation on the occupancy rate in Beni Suef hotels.
H3: There is a significant effect of improving hotel structure on the occupancy rate in Beni Suef hotels.

Methodology
The qualitative component includes semi-structured interviews with tourism stakeholders to gain additional perspectives on the state of accommodations and recommendations for enhancing the sector.
This researcher conducted with ten stakeholders, including residents, tourism authorities, academics, investors, and hotel managers, to gain qualitative perspectives relating to the research aims and hypotheses on developing accommodations in Beni Suef Governorate. The interviews were conducted via phone/video calls and lasted approximately 30-45 minutes each. An interview protocol was developed to cover key topics but also allow adaptability based on participant responses. Detailed notes were taken during each interview.
Key insights that emerged from the interviews included perspectives on service quality, obstacles to growth, the state of facilities, and recommendations for improvement.
Overall, the interviews highlighted the need to enhance staff capabilities, improve infrastructure and accessibility, increase marketing efforts to drive tourism, address bureaucratic hurdles, incentivize investment in the sector, and renovate aging hotel facilities to increase occupancy rates and develop accommodations in Beni Suef. A detailed analysis of the interview findings is provided below.

Justification for Using Semi-Structure Interview

The study employed a qualitative method of semi-structured interviews to gain in-depth insights from stakeholders. Semi-structured interviews were selected because they allow the researcher to prepare guiding questions while maintaining flexibility to ask follow-up probes and let participants elaborate freely. This interview format provided tourism stakeholders the opportunity to share their experiences, perspectives, and recommendations in their own words. Conducting qualitative semi-structured interviews with a diverse range of stakeholders enabled the collection of rich, descriptive data that captured meanings, contexts, and processes related to the research aims. The semi-structured interviews served as an essential qualitative component, yielding crucial contextual data that complemented and enhanced understanding of the quantitative findings from the survey. Overall, the use of qualitative semi-structured interviews was vital for adding narrative nuance, participant voices, and contextual details missing from the quantitative data alone.

Semi-Structured Interview Design

In addition to the survey questionnaire, semi-structured interviews were conducted with 10 stakeholders to gain qualitative insights related to the research aims. The interviews followed a protocol that covered key topics while allowing flexibility to probe meanings and perspectives.

Interview questions aligned with the four main research objectives

Assessing service quality
- What is your impression of the service quality in Beni Suef hotels?
- How qualified and well-trained are hotel staff?
- How would you describe facilities and amenities?

Identifying development obstacles
- What challenges prevent the growth of accommodations in Beni Suef?
- What issues hinder investors and operators?

Evaluating facility improvements
- What is the state of current hotel infrastructure and design?
- How could renovations and upgrades impact occupancy?

Gathering recommendations:
- What suggestions do you have for attracting more guests?
- How can service quality and facilities be enhanced?

Follow-up questions and probes were used to encourage participants to elaborate and provide examples. The semi-structured interview format enabled adaptability while ensuring key topics were covered.

The interviews supplied crucial narrative data to complement the survey results for a comprehensive mixed methods analysis. The qualitative insights added vital context to stakeholder attitudes, experiences, and recommendations.

Interview Results and Discussion

Demographic Profile

The following table shows that 80 % of the respondents were male and 20% were female. While 30% of the respondents was between 41 and 50 years old and 20% was from 20 to 30 years old. The majority 60% of the respondents were university educational background. In the terms of position status, 20% Hotel managers, (20%) was residents. The results also indicated that tourism

authorities were retired (20%). In addition, 10 % of the respondents were Academics ,20% were investors and the others were 10%.

Table (1): Demographic data of Respondents

Variable		No.	Percentage %
Gender	Male	8	80
	Female	2	20
Age	Less than 20 years	1	10
	From 20 to 30 years	2	20
	From 31 to 40 years	2	20
	From 41 to 50 years	3	30
	50 and more	2	20
Educational background	Moderate	2	20
	University	60	60
	Postgraduate	2	20
Position	Hotel managers	2	20
	Residents	2	20
	Tourism authorities	2	20
	Academics	1	10
	Investors	2	20
	Others	1	10

Interview Results Discussion

data analysis involved systematic coding to identify key themes, categories, and patterns in the qualitative data. Thematic analysis was conducted by carefully reading the interview transcripts, noting insights related to the research objectives, and developing a codebook to organize emerging themes. Coding involved tagging relevant excerpts to categorize participants' perspectives on topics like service quality, obstacles, and recommendations.

Semi-structured interviews were conducted to gain qualitative perspectives relating to the research aims on developing accommodations in Beni Suef Governorate. Key insights that emerged from the interviews included perspectives on service quality, obstacles to growth, the state of facilities, and recommendations for improvement. Overall, the interviews highlighted the need to enhance staff capabilities, improve infrastructure and accessibility, increase marketing efforts to drive tourism, address bureaucratic hurdles, incentivize investment in the sector, and renovate aging hotel facilities to increase occupancy rates and develop accommodations in Beni Suef. A detailed analysis of the interview findings is provided below.

The interview with Interviewer 1, a middle-aged male visitor, provided qualitative insights related to the research aims and hypotheses as follows:

Aim 1 / Hypothesis 1 (Service Quality and Occupancy):

Person1 felt overall service quality was good, aligning with Aim 1 and providing general support for Hypothesis 1.

He viewed staff as qualified, relating to reliability.

His positive comments on facilities and amenities provide some perspective on tangibles.

Aim 2 / Hypothesis 2 (Obstacles and Occupancy):

Person1 highlighted infrastructure and licensing issues as obstacles to development, providing qualitative data relevant to Aim 2 and Hypothesis 2.

Aim 3 / Hypothesis 3 (Facilities and Occupancy):

Person 1 was impressed with the hotel's design and décor. This relates loosely to Aim 3 and Hypothesis 3 but does not directly address occupancy effects. Further triangulation is needed.

Aim 4 / General (Recommendations):

Person 1 suggested improvements to amenities, activities, location, and noise reduction. Aligns with Aim 4 of gathering recommendations.

In summary, Person1 provided qualitative insights mainly relevant to service quality, obstacles, and recommendations (Aims 1, 2, 4; Hypotheses 1, 2). His perspectives as a visitor will be compared to other stakeholder viewpoints for comprehensive analysis per the study's aims and hypotheses.

The interview with Interviewer 2, a tourism academic, provided additional perspectives relating to:

Aim 1 / Hypothesis 1 (Service Quality and Occupancy):

Person2 felt service quality was good overall but highlighted issues with staff qualifications, providing mixed insights related to Aim 1 and the reliability dimension of H1b.

Aim 2 / Hypothesis 2 (Obstacles and Occupancy):

Person2 cited issues with organizational structure, management systems, marketing, and customer databases as obstacles to accommodation development. This provides qualitative data relevant to Aim 2 and Hypothesis 2.

Aim 3 / Hypothesis 3 (Facilities and Occupancy):

Person2 had positive views on hotel facilities and design but did not clearly address occupancy effects. Minimal relevance to Aim 3 / Hypothesis 3.

Aim 4 / General (Recommendations):

Person2 suggested improvements to staff training, appearance, customer service, and identifying funding sources. Aligns with Aim 4.

In summary, Person2 provided additional stakeholder perspectives related to service quality, obstacles, and recommendations (Aims 1, 2, 4; Hypotheses 1, 2). Comparing his views as an academic to other interviews will allow triangulation and robust analysis per the study aims and hypotheses.

Interviewer 3, a tourism specialist and resident, provided additional perspectives:

Aim 1/H1 (Service Quality & Occupancy):

Felt service quality was average and staff untrained, giving mixed perspectives related to Aim 1 and H1, especially reliability (H1b).

Aim 2/H2 (Obstacles & Occupancy):

Noted lack of website/email, poor food service, untrained staff, and no tourism marketing as obstacles, providing insights relevant to Aim 2 and H2.

Aim 3/H3 (Facilities & Occupancy):

Thought the exterior hotel design was poor but the interiors were good. Gives some perspective on facilities (Aim 3) but does not address occupancy effects (H3).

Aim 4/General (Recommendations):

Suggested improvements in accessibility, landscapes, restructuring, traffic, awareness, and new tourism types. Aligns with Aim 4.

In summary, Person3 as a resident/specialist gave additional qualitative data mainly related to service quality, obstacles, and recommendations (Aims 1, 2, 4; H1, H2). Comparing his view to other interviews will allow triangulation per the study's aims and hypotheses.

Interviewer 4, a tourism authority director, provided additional insights:
Aim 1/H1 (Service Quality & Occupancy):
Felt service was acceptable but staff needed training, giving perspectives relating to Aim 1 and the reliability dimension of H1b.
Aim 2/H2 (Obstacles & Occupancy):
Noted rising costs, changing consumer preferences, and lack of marketing as obstacles, providing qualitative data relevant to Aim 2 and H2.
Aim 3/H3 (Facilities & Occupancy):
Viewed hotel facilities as somewhat acceptable. Provides minimal perspective on Aim 3/H3.
Aim 4/General (Recommendations):
Suggested improvements in staff training, marketing, funding, websites, partnerships, and promotion. Aligns with Aim 4.
In summary, Person4 as a resident authority director gave useful qualitative perspectives mainly relating to service quality, obstacles, and recommendations (Aims 1, 2, 4; H1, H2). Comparing her views against other interviews will allow for triangulation analysis per the aims/hypotheses.
Interviewer 5, a hotel manager, provided these additional perspectives:
Aim 1/H1 (Service Quality & Occupancy):
Felt service quality was good but staff were not qualified, giving mixed perspectives relating to Aim 1 and the reliability dimension of H1b.
Aim 2/H2 (Obstacles & Occupancy):
Noted poor infrastructure, lack of tourism awareness, and lack of tours/marketing as obstacles, providing insights relevant to Aim 2 and H2.
Aim 3/H3 (Facilities & Occupancy):
Saw hotel facilities as acceptable. Gives minimal perspective on Aim 3/H3.
Aim 4/General (Recommendations):
Suggested increasing tourism activation/cooperation, advertising, guides, competitions, surveys, and social media promotion. Aligns with Aim 4.
In summary, Person5 as a hotel manager provided additional qualitative data mainly relevant to service quality, obstacles, and recommendations (Aims 1, 2, 4; H1, H2). Comparing his perspectives against other interviews will allow for triangulation analysis per the study's aims and hypotheses.
Interviewer 6, a tourism investor, provided these additional perspectives:
Aim 1/H1 (Service Quality & Occupancy):
Felt service quality was reasonably good but staff were not qualified, giving mixed perspectives relating to Aim 1 and the reliability dimension of H1b.
Aim 2/H2 (Obstacles & Occupancy):
Noted lack of qualified staff, legislative issues, and financing as obstacles, providing insights relevant to Aim 2 and H2.
Aim 3/H3 (Facilities & Occupancy):
Saw hotel facilities positively. Provides some perspective on Aim 3 but does not address occupancy effects (H3).

Aim 4/General (Recommendations):

Suggested improvements in staffing, financing, facilities, regulations, marketing, and management partnerships. Aligns with Aim 4.

In summary, Person6 as an investor provided additional qualitative data mainly applicable to service quality, obstacles, and recommendations (Aims 1, 2, 4; H1, H2). Comparing her perspectives to other interviews will allow for triangulation analysis per the study's aims and hypotheses.

Interviewer 7, a resident, provided these additional perspectives:

Aim 1/H1 (Service Quality & Occupancy):

Felt service quality was acceptable but staff were untrained, giving mixed perspectives relating to Aim 1 and the reliability dimension of H1b.

Aim 2/H2 (Obstacles & Occupancy):

Noted licensing issues, lack of tourism development, and reliance on day trips as obstacles, providing insights relevant to Aim 2 and H2.

Aim 3/H3 (Facilities & Occupancy):

Saw facilities as average and needing improvement. Provides some perspective on Aim 3 but does not address occupancy effects (H3).

Aim 4/General (Recommendations):

Suggested improving attractions, marketing, licensing, training, facilities, services, and entertainment. Aligns with Aim 4.

In summary, Person7 as a resident provided additional qualitative data mainly applicable to service quality, obstacles, and recommendations (Aims 1, 2, 4; H1, H2). Comparing his perspectives against other interviews will allow triangulation analysis per the study aims and hypotheses.

Interviewer 8, a tourism researcher, provided these additional perspectives:

Aim 1/H1 (Service Quality & Occupancy):

Saw service quality as weak in old hotels but good in new hotels. Provides mixed perspectives relating to Aim 1 and H1 overall.

Aim 2/H2 (Obstacles & Occupancy):

Noted poor marketing, unqualified staff, and legal issues as obstacles, giving insights relevant to Aim 2 and H2.

Aim 3/H3 (Facilities & Occupancy):

Thought old hotels needed facility improvements but new hotels were good. Provides a useful perspective on Aim 3 but does not directly address occupancy effects (H3).

Aim 4/General (Recommendations):

Suggested improvements in marketing, tourism programming, infrastructure development, and student accommodations. Aligns with Aim4.

In summary, Person8 as a researcher provided additional qualitative data mainly relevant to service quality, obstacles, facilities, and recommendations (Aims 1, 2, 3, 4; H1, H2, H3). Comparing his perspectives to other interviews will allow triangulation analysis per the study's aims and hypotheses.

Interviewer 9, an engineer and tourism investor, provided these additional perspectives:

Aim 1/H1 (Service Quality & Occupancy):

Saw service quality as medium but staff as qualified, giving mixed perspectives relating to Aim 1 and the reliability dimension of H1b.

Aim 2/H2 (Obstacles & Occupancy):
Noted lack of tourism planning, neglected sites, and worker presentation as obstacles, providing insights relevant to Aim 2 and H2.
Aim 3/H3 (Facilities & Occupancy):
The thought facilities were good. Provides some perspective on Aim 3 but does not address occupancy effects (H3).
Aim 4/General (Recommendations):
Suggested improvements in marketing, infrastructure, services, and event hosting. Aligns with Aim 4.
In summary, Person9 as an investor provided additional qualitative data mainly applicable to service quality, obstacles, facilities, and recommendations (Aims 1, 2, 3, 4; H1, H2, H3). Comparing his perspectives to other interviews will allow triangulation analysis per the study's aims and hypotheses.
Interviewer 10, a development director, provided these additional perspectives:
Aim 1/H1 (Service Quality & Occupancy):
Saw service quality as medium and staff as needing more training, giving mixed perspectives relating to Aim 1 and the reliability dimension of H1b.
Aim 2/H2 (Obstacles & Occupancy):
Noted licensing issues, lack of investment, and proximity to Cairo as obstacles, providing insights relevant to Aim 2 and H2.
Aim 3/H3 (Facilities & Occupancy):
Thought exterior hotel facilities needed improvement. Provides some perspective on Aim 3 but does not address occupancy effects (H3).
Aim 4/General (Recommendations):
Suggested improvements in licensing, lands, partnerships, investment incentives, staff training, and graduate employment. Aligns with Aim 4.
In summary, Person10 as a development director provided additional qualitative data mainly relevant to service quality, obstacles, facilities, and recommendations (Aims 1, 2, 3, 4; H1, H2, H3). Comparing his perspectives against other interviews will allow triangulation analysis per the study's aims and hypotheses.

The above details for the interviews can be summarized below
Service Quality (Aim 1/H1):
The general sentiment was that service quality at older/smaller hotels was average or weak, while newer hotels were reasonably good or good.
A common theme was that hotel staff were seen as unqualified and lacking training, especially in hospitality skills and languages.
Obstacles (Aim 2/H2):
Major obstacles noted included poor infrastructure like electricity, lack of tourism development and activation, limited marketing, day trip reliance vs. overnight stays, legal and licensing issues, lack of funding, and bureaucracy.
Facilities (Aim 3/H3):
Older hotel facilities were viewed as low quality and needing renovation and decoration. Newer hotels had better impressions of exterior and interior design.
However, most did not directly relate facilities to occupancy levels.

Recommendations (Aim 4):
Suggestions focused on better staff training, marketing, and promotion, developing tourism programs/events, improving infrastructure and transportation access, streamlining licensing, providing investment incentives, website improvements, and partnerships.

Overall, the interviews highlighted the need to improve service quality through staff training, overcome infrastructure and bureaucratic hurdles to growth, enhance facilities, especially in older properties, increase destination marketing and tourism activation, and incentivize investment and development in the accommodation sector. The qualitative insights complemented the quantitative data to provide a comprehensive analysis per the study's aims and hypotheses.

Research limitations

The research 's conclusions and implications are based on the results of a sample of hotels in Beni Suef. Due to the limited number of hotels included, the findings may not be generalizable to a broader population of hotels or other geographical areas. A larger and more diverse sample would enhance the research's external validity.

Research Design: The research employs a cross-sectional design, which captures data at a single point in time. The design of this research may not be able to capture the dynamic and evolving nature of factors affecting hotel occupancy rates. It may be possible to gain a deeper understanding of trends and changes over time by using a longitudinal approach.

The research's focus on a specific set of variables may obscure other potentially relevant factors influencing hotel occupancy rates, such as economic trends, cultural events, or competition from alternative lodging options.

The findings may not be applicable to other regions or industries due to the unique characteristics and dynamics of the Beni Suef hotel industry.

The interview findings reflect subjective attitudes and opinions of participants which may be prone to biases. Strategies like triangulation across data sources could further strengthen credibility.

Overall, limitations provide opportunities for continuous refinement of methods and scope in future methods research on the multifaceted issue of hotel occupancy rates.

Recommendations
Recommendations for the Government and Tourism Authorities:

• Develop a comprehensive tourism development plan for Beni Suef Governorate, focusing on improving infrastructure, and accessibility, and promoting the region's cultural and natural attractions.

• Provide incentives, subsidies, and favorable policies to encourage private investments in the hotel and accommodation sector within Beni Suef.

• Establish a dedicated tourism development fund to support the upgradation and renovation of existing hotel properties in the region.

• Implement stringent quality control measures and rating systems to ensure that hotels and accommodations in Beni Suef meet international standards of service and facilities.

• Conduct extensive marketing and promotional campaigns to highlight Beni Suef as an attractive tourism destination, targeting both domestic and international markets.

Recommendations for Hotel Owners, Investors, and Managers:
• Prioritize investments in improving hotel infrastructure, facilities, and amenities to enhance the overall guest experience and meet contemporary traveler expectations.
• Implement comprehensive training programs for hotel staff to improve service quality, hospitality skills, and customer service standards.
• Collaborate with tourism authorities and local communities to develop authentic cultural experiences and activities that showcase the region's heritage and attract visitors.
• Adopt sustainable and eco-friendly practices in hotel operations, promoting responsible tourism and environmental conservation.
• Leverage technology to streamline operations, enhance guest convenience, and provide personalized experiences through digital platforms and solutions.

Recommendations for Local Communities and Stakeholders:
• Encourage community participation in tourism development initiatives, fostering a sense of ownership and pride in promoting Beni Suef as a destination.
• Provide training and skill development opportunities for residents to participate in the tourism industry, promoting entrepreneurship and employment opportunities.
• Preserve and promote local cultural traditions, handicrafts, and culinary experiences to offer authentic and unique experiences for visitors.
• Maintain cleanliness, safety, and a welcoming environment in local communities to create a positive impression for tourists visiting Beni Suef.
• By implementing these recommendations through a collaborative effort involving the government, private sector, and local communities, Beni Suef can unlock its potential as a thriving tourism destination, attracting visitors, boosting the accommodation sector, and contributing to the overall economic development of the region.

Future research
• Detailed Exploration of Guest Preferences and Behavior Patterns: To enhance guest satisfaction and optimize occupancy rates, future research can benefit from a detailed exploration of guest preferences and behavior patterns. This may involve comprehensive surveys, observational studies, or even experimental designs to uncover specific aspects of services and amenities that resonate most with guests. Such insights can guide hotels in tailoring their offerings to align with guest expectations.
• Longitudinal Studies on Changing Guest Preferences: Considering the evolving nature of the accommodation industry, future research could undertake longitudinal studies to track changes in guest preferences over time. This approach can provide a dynamic perspective on how societal, cultural, or technological shifts influence guest behavior, allowing hotels to stay ahead of trends and adapt their strategies accordingly.
• Comparative Analyses across Different Tourism Segments: Researchers may explore how the identified factors vary across different tourism segments, such as business travelers, leisure tourists, and cultural enthusiasts. Comparative analyses can reveal specific factors that are more influential for certain groups, enabling hotels to tailor their services to meet the unique needs and expectations of diverse guest segments.

• These recommendations aim to guide future research endeavors, fostering a deeper understanding of the complex dynamics shaping hotel occupancy rates and contributing to the continuous improvement of the accommodation industry in Beni Suef.

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منظور اصحاب المصلحة في تطوير أماكن الإقامة وأثرها على معدل الإشغال بمحافظة بني سويف

المستخلص

في العديد من البلدان حول العالم، تلعب صناعة الإقامة دورًا مهمًا في الاقتصاد، فهي صناعة خدمية توظف عددًا كبيرًا من الموظفين. وعلى الرغم من أنها ليست صناعة جديدة، إلا أنها أصبحت ذات أهمية متزايدة في العديد من البلدان النامية والمتقدمة.

لذلك، يبحث هذا البحث في تأثير تطوير أماكن الإقامة على معدل الإشغال في محافظة بني سويف لتوجيه استراتيجيات تعزيز صناعة السياحة. لذا، يبحث البحث في التأثيرات على معدلات الإشغال في منطقة تعتمد اقتصاديًا على السياحة.

استخدم البحث مقابلات شبه منظمة مع عشرة من أصحاب المصلحة المتنوعين في محافظة بني سويف. قدمت المقابلات رؤى نوعية حول جودة الخدمة، والعقبات التي تعترض نمو السياحة، وظروف المرافق، والتوصيات المتعلقة بقطاع الإقامة.

قدمت النتائج وجهات نظر نوعية حول أوجه القصور في قدرات الموظفين، وفجوات البنية التحتية، والعقبات البيروقراطية، والتسويق المحدود، والحاجة إلى الاستثمار في المرافق القديمة.

كما تسلط نتائج الدراسة على أهمية تحسين وتطوير جودة اماكن الإقامة في محافظة بنى سويف والتغلب على العقبات وتحسين المرافق لزيادة نسبة الاشغال.

وشملت التوصيات المحددة المستندة إلى المقابلات تدريب الموظفين، وتنسيق جهود التسويق، ومعالجة قضايا الترخيص، والتجديدات، والشراكات بين القطاعين العام والخاص.

الكلمات الدالة: محافظة بني سويف، تطوير أماكن الإقامة، معدلات الإشغال، منظور أصحاب المصلحة.